

MAY 1957

SOUTHERN AUTOMOBILE JOURNAL

University Microfilms
313 No First St
Ann Arbor Mich

Doctors Soreheads

page 49

Duplicated Assembly Line

page 52

-Cooled Brake

page 70

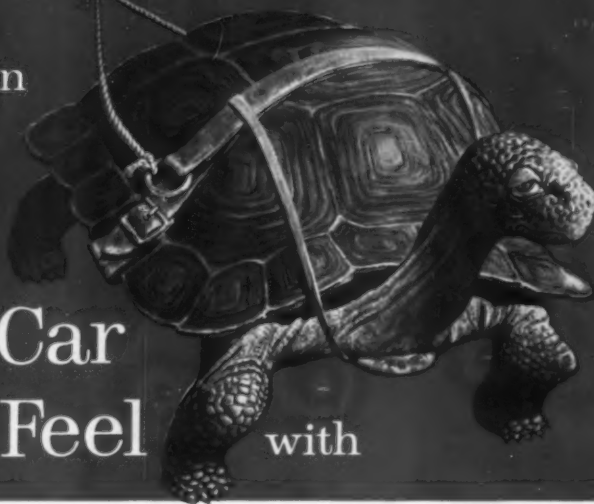
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SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

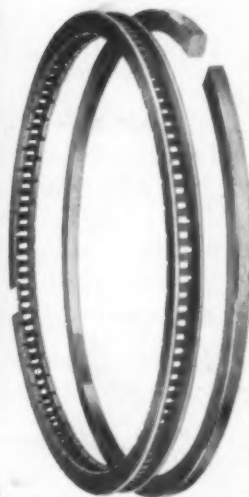


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that
**New Car
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Your customers don't like to drive cars that are sluggish as a "tired turtle"—and Perfect Circle national advertising is telling them that YOU have the remedy! PC ads tell your customers that you're the man to see for an engine overhaul that will include the installation of Perfect Circle 2-in-1 Chrome piston rings—the sure way to restore full responsive power with positive oil control.

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Remove wing nut from air filter housing. Place cartridge on twin rollers of Service Center Cleaning Unit.



Open air hose to cleaning unit to force dirt and dust particles out of filtering media. Cartridge turns on spindle.



Out comes dirt and dust particles in a cloud! Shield controls cloud for a dramatic customer demonstration!

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FILTERS

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Volume 37

Number 5

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Dual-use **CASITE** gets you
plus profits with this
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AS A TUNE-UP*

- *frees sticky valves*
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- *improves performance*

*Through air intake or add to gasoline



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RESULTS GUARANTEED OR DOUBLE-YOUR-MONEY-BACK

Get this colorful 12" x 21" poster from
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Casite, Wear Reducer, Piston Rings, Oil Filters, Spark Plugs



SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 37

MAY 1957

No. 5

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SOUTHERN AUTOMOTIVE JOURNAL for May 1957

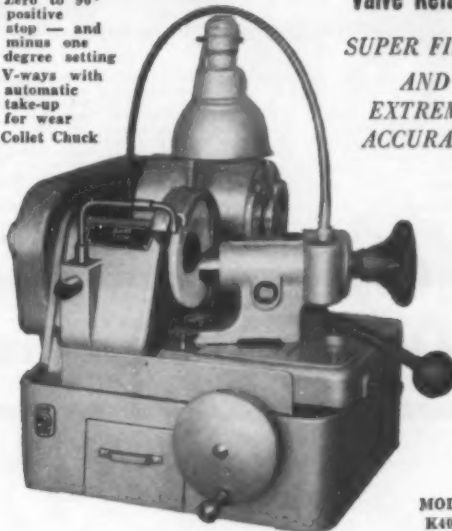
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SUPER FINISH

AND
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- Zero to 90° positive stop — and minus one degree setting
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MODEL
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The K403C refacer does an exceptionally fine job of grinding valves—providing a super finish seldom equaled by more expensive machines.

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IN 1 MONTH
Repairing Radiators!"**



"My Inland equipment and the wonderful job it does has attracted nearly a \$4,000-a-month volume!"
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ADDRESS

CITY

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BY

TITLE

If dealer, make of car sold

Are you now operating a radiator dept. ☐ Yes ☐ No

Want more facts? Use Reader Service Card Page 118



Tom Kleene:

Detroit Times Automobile Editor

Lower Price Models Boosting De Soto Position

De Soto's move into the lower medium price class by the addition of a new series to its 1957 model lineup appears to be paying dividends.

Judging by early model year reports, it is not unlikely that the new Firesweep series may this year boost De Soto from twelfth to tenth place in the industry's sales race.

The 1,000 additional sales

which the division previously had not had representation.

If the low price class is eliminated from consideration, the three De Soto series now are offered in a price range that includes 81 per cent of new car sales. With only the Fireflite and Firedome series, this make only had about a 72 per cent coverage.

PRICE FACTOR

How much of the De Soto line's success in the 1957 model year may be attributed

its introductory year had captured as much as the 33 per cent share of the Fireflite.

The expectation of the division's officials is that the Firesweep's share will increase 40 per cent within the first two months of the year of 1957.

On the basis of January registrations, De Soto is in tenth place in the industry, two notches higher than it

DE SOTO SALES RISE

De Soto sales in January and February were 11 per cent higher than for the first two months of 1956 and were approximately equal to the first two months of the record year of 1955.

On the basis of January registrations, De Soto is in tenth place in the industry, two notches higher than it

De Soto 1956 Sales Increase Reported

Port Frost, Culver City De Soto States to tell the sales story of month dealer, has just returned the car "priced just above the lowest."

Reporting on the first eleven months in 1956, Wagstaff said that De Soto is one of five automobile companies to have achieved an increase in its market penetration in 1956, and the only car in its price group in the industry to show an improvement.

DeSoto sales are moving at a fast clip

parently still climbing.

He said about 30 per cent of the trade-ins were in the low price field. Owners were upgrading their cars into a new price group.

Checking registrations went back to 1955. Wagstaff reported that no other

Automotive News

By Ernest W. Peterson

Special Automotive Editor

DeSoto division of Chrysler corporation recorded a 15 per cent increase in sales in its

price group during 1956. In revealing this figure here last week, J. B. Wagstaff, vice president in charge of sales, also reported that the new Firesweep models, intro-

duced last fall, have accounted for 35 per cent of DeSoto sales so far this model year.



J. B. Wagstaff

that just Fireflite. The emphasis which dealers are placing on further "conquests" for the Firesweep is reflected in this report from a large volume Detroit retailer:

It is 2 higher, er, and 5 horse-270 in in the

uction four Firesweeps every ten De Sotos manu- be said.

"This new model has De Soto to invade a market was eager for our cars," said.

"Dealers had told us it would be a desirable model staff said. "Frankly we are

that it has caught on so this lower medium price Because of the initial ad-

the Firesweep, Wagstaff that De Soto had scheduled promotion and advertise-

paid in 261 markets in th-

the Division is scheduled for per

Q Q Q

In the first 11 months of 1956, De Soto Division recorded a 15 per cent increase in sales in its price group in the automobile industry.

In revealing this figure, J. B. Wagstaff, vice president in charge of sales, also reported that the all-new Firesweep introduced this fall has accounted for 35 per cent of De Soto sales so far this model year.

This initial acceptance by the public of the Firesweep, which gives De Soto a model in 81 per cent of today's price market exclusive of the low priced three, has prompted the Division to schedule for production four Firesweeps out of every 10 De Sotos manufactured.



...and these clips prove it!

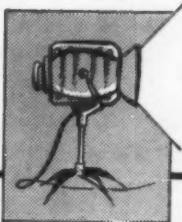
These newspaper clippings (and dozens more just like 'em) tell the amazing success story of the De Soto FireSweep . . . the car that's won public favor faster than any new postwar series introduced by any manufacturer!

The FireSweep is a fresh, young contender in the hotly competitive lower-medium price field . . . and it's won its spurs in a hurry. Now, just a few months after its birth, three out of four FireSweep sales are being made to owners of competitive makes. Almost overnight, FireSweep skyrocketed to an astonishing 35% of total De Soto sales.

Firedome and Fireflite sales keep growing, too. This fast-moving trio has given De Soto dealers complete price coverage . . . and a steadily increasing market penetration . . . in the booming medium price field.

These clippings tell just part of the story. Ask anybody who sells De Soto. They'll tell you all the reasons why . . .

it pays to be a DeSoto dealer!



Automotive **SPOTLIGHT**

May 1957

Know your costs or you may find yourself knowing you're in the red. That's what the franchised dealers over the South are hearing from a highly successful Ford dealer from Indiana. Said Elson G. Sims of Vincennes in talks last month before the Kansas and South Carolina dealers (and he'll reiterate this month at Asheville for dealers of North Carolina): The cost of a car is not the invoice figure. It's that plus its proportionate part of the total expense. (See page 15.) "What this retail automobile industry needs above everything else is a simplified, standardized accounting system and finance statement that will apply all profits and all expenses to the right departments and in the right proportions, and display prominently the true and full cost of selling an automobile on a single-unit basis," he asserts.

Sell a car at a profit or let it "sit until Doomsday," he advocates. Maybe the low profit margins of garagemen and wholesalers can be offset by such philosophy. The dealers especially have been applauding this speaker, since the figures compiled by the National Automobile Dealers Association revealed that 30% operated in the red last year. Perhaps all sales and services should be at a profit or otherwise not be performed.

Tennesseans are turning their muskets on co-ops. Senator Estes Kefauver (D.-Tenn.) took notes for two hours at Gatlinburg last month while members of the Automotive Wholesalers Association of Tennessee recounted what they termed unfair competition--such things as the Marshall County Board of Education buying its anti-freeze from a farmers' co-operative--such things as a labor union co-op at Maryville advertising in newspapers that it would obtain, if it did not already have, any automotive parts and supplies which the public might desire. Prices were well below what the wholesalers could quote and in some instances below jobbers' costs. As chairman of the senate anti-monopoly subcommittee, Kefauver later told the convention that his notes would become reference material for the hearings on Capitol Hill.

Bellyacher or worker? A well-known Texas Chevrolet dealer (who also does a sizable cattle business) was thinking out loud to an SAJ editor while they were flying over the Southland. True that nearly a third of his fellow-dealers operated in the red last year, but how do you explain that so many franchise holders in the drought-stricken Southwest have managed a profit over the recent years? Why, he wanted to know, had so many dealers in the Southeast complained about lack of profit when they had not encountered such a disaster as the drought? Has too much time been devoted to griping and less attention paid to whipping up sales--sales at a profit? He had been visiting at a dealer convention in the Southeast and confessed, "I've a bellyful of listening to the complaining by dealers who don't know what so many dealers in the Southwest have had to go through with. They've had it easy in the Southeast and don't even know it."

Will brakes now catch up with the higher-powered engines? The question springs from the announcement last month of a new liquid-cooled brake which reportedly will outlast the old type three times. The coolant circulates in special copper lining connected to the engine's cooling system. (See page 70.)

THE MOST AMAZING OIL RING IN AUTOMOTIVE HISTORY!



Sealed Power

SS-50U

Stainless Steel OIL RING

ALL THESE MATERIAL ADVANTAGES:

Full tension at operating temperatures. This stainless steel holds room-temperature tension while operating at engine temperature. Carbon steels lose tension at such heat.

Highly resistant to corrosive elements found in internal combustion engines.

Exceptionally long wear. With use, stainless steel hardens and develops more resistance to wear. This means longer life than carbon steels deliver.

PLUS THESE DESIGN ADVANTAGES:

Maximum oil control. Uniform high radial pressure against the cylinder wall assures efficient oil distribution.

Side-sealing. Axial pressure of the stainless steel expander forces side rails snugly against sides of groove, preventing oil waste due to high vacuum.

Independent of groove depth. Circumferential pressure of the expander makes the ring conform to the bore without touching bottom of groove.

Quick-seating chrome rails. Sealed Power's method of chrome plating steel side rails assures fast break-in and more than double ring life.



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DETROIT OFFICE • 7-32A GENERAL MOTORS BUILDING • PHONE TRINITY 1-3440

Sealed Power Piston Rings

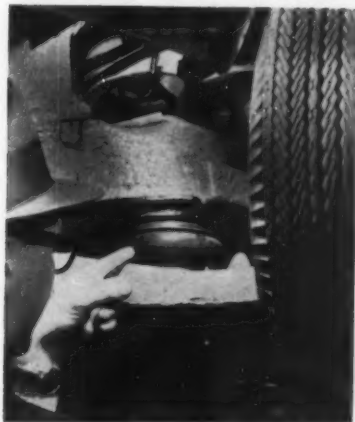
PISTONS • CYLINDER SLEEVES

Leading Manufacturer of Automotive and Industrial Piston Rings Since 1911

Largest Producers of Sealing Rings for Automatic Transmissions and Power Steering Units



Automotive MARKETS



Air springs such as these replace coil and leaf springs, working on a compressed air principle to give a smooth ride over the roughest road. They will soon be produced in quantity for passenger cars of the future, according to Firestone.

20% More Stainless Steel Graces 1957 Models

USE of stainless steel on the 1957 cars was stepped up by 20% or more, according to the Committee of Stainless Steel Producers, American Iron and Steel Institute.

Among the low-priced three, an average of 24.3 pounds of stainless steel is used, as compared with an average of 20 pounds last year. Major uses in this class are for wheel covers, body side moldings, window and windshield trim, door handles, locks and windshield wipers.

In the higher-priced cars, the stainless steel use increases to as much as 75 pounds a car. For instance, the Cadillac Eldorado Brougham has an entire roof panel made of stainless steel which alone weighs 49 pounds.

The automotive industry is the largest direct consumer of stainless steel, using over 100,000 tons in 1957, with requirements expected to go higher with higher car production in the future.

Every manufacturer uses stain-

less steel for large wheel covers, body molding and windshield moldings, and on a typical 1957 model the number of stainless steel parts used may total 100 or more.

More Motorists Want Power Equipment

A STEADILY increasing preference for automatic transmissions, power steering, power brakes and air conditioning is being reflected in current sales of Chrysler Corp. passenger cars, according to Byron J. Nichols, general manager of Chrysler's group marketing organization.

The most popular optional items are the TorqueFlite and Power-Flite automatic transmissions on Chrysler-built cars because of their easily operated push-button controls, Nichols said.

Plymouth is now shipping more than 75% of its cars with automatic drives, compared with 61% last year. Dodge is shipping 96% this year, against 90% last year,

while De Soto has increased its shipments from 98.6% to 99.3%, and Chrysler from 99.3% to 99.9%.

Second most-wanted power option is power steering. The percentage of Plymouths shipped with power steering is twice as great as in 1956, moving up from 6.1% to 12.2%. Dodge is currently averaging 42% against 22.5% last year. De Soto has increased from 74.6% to nearly 79%, and Chryslers from 90.6% to 96.4%.

Cole Says "Power Packs" Up Chevy Sales 50%

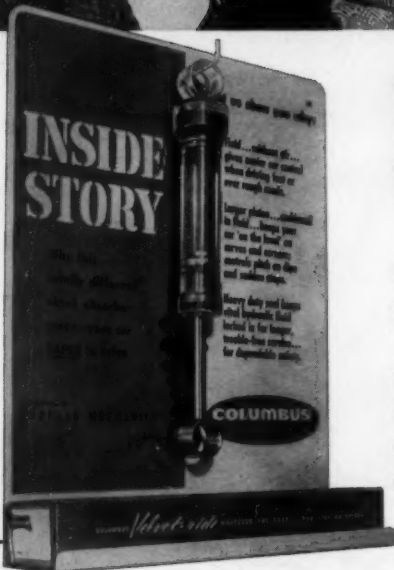
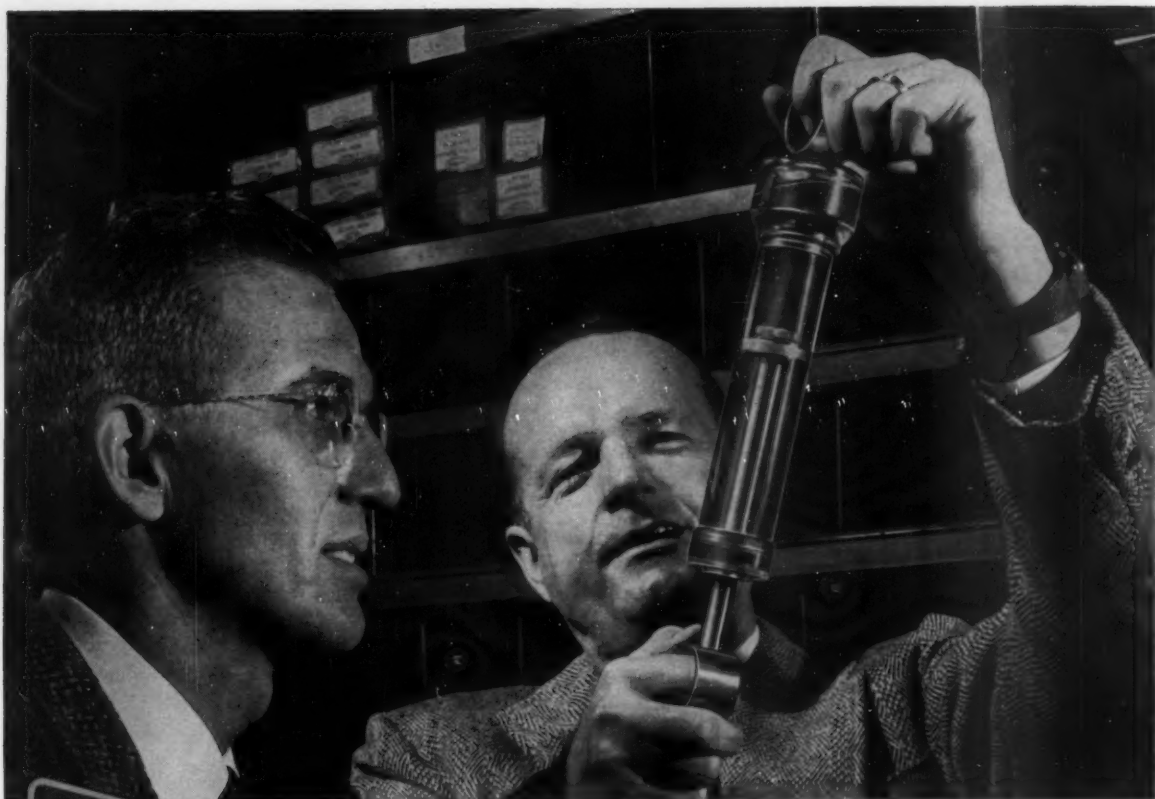
APPRECIATION of the safety advantages of quick acceleration accounts for a 50% increase in the sale of "power packs" on 1957 models, according to Chevrolet's general manager, E. N. Cole.

"We are rapidly overcoming a public misconception that horsepower is added solely to increase top speed," said Cole, adding that the extra power, properly used, could double the opportunities for getting out of an emergency.

"Oh, my, yes! We've got a direct pipeline from the factory."



SOUTHERN AUTOMOTIVE JOURNAL



You're looking at the newest way to sell shocks . . . and it's yours

It takes but minutes for your customers to SEE WHY Columbus outperforms ordinary shock absorbers—with your new "SEE-THRU" demonstrator.

A fullsize working model shock, made from production parts, encased in tough, clear plastic—with *real hydraulic fluid* inside. Yours with a handsome metal display (20" high, 14½" wide, 4" deep)—perfect for counter, window or wall.

See your Columbus Jobber NOW—
or mail this coupon for full information.

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Dept. SA, 101 W. Alamo Street, Littleton, Colo.

Send me details on the "Inside Story" and how I may receive my Plastic Shock Absorber complete with Display.

Name

Company Name

Address

City State

COLUMBUS®
SHOCK ABSORBERS

LICENSED BY DE CAVALLI

Another Quality Heco Product



Automotive NEWS BRIEFS



Officers of the Independent Garagemen's Association of Texas, shown here, were elected at conclusion of their three-day convention during the Southwest Automotive Show in Dallas last month: Seated, Jerry Carter, vice-president, Dallas; M. H. Maddux, retiring president, Fort Worth; B. L. McLendon, president, Beaumont; F. Morgan Daniels, vice-president, Houston; standing: A. W. Covey, conductor, Plainview; Frank S. Lopez, secretary-treasurer, Austin; H. C. Stinson, sergeant-at-arms, Corpus Christi, and Floyd Knott, recorder, Odessa. Most of the garagemen attended the show on Friday, although some of them were confined by committee meetings. They gathered for a business meeting Saturday morning, attended their annual banquet Saturday night and conducted the concluding business session and election on the morning of the final day, Sunday, then scattered for homes. The Houston delegation rode in chartered buses, rather than make the long Sunday afternoon drive. In Texas there are now nearly three dozen chapters of the state association.

JANUARY	APRIL	AUGUST	DECEMBER
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Looking Ahead

DEALERS

- May 19-21 — Annual convention of North Carolina Automobile Dealers Association, Battery Park and George Vanderbilt Hotels, Asheville.
- May 24-25 — Annual convention of New Mexico Automotive Dealers Association, Albuquerque.
- May 26-28 — Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis.
- June 7-9 — Annual convention of Automobile Trade Association of Maryland, Commander Hotel,

Ocean City.

- Aug. 18-19 — Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.
- Aug. 25-27 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.
- Sept. 8-10 — Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.
- Sept. 15-16 — Annual convention of Kentucky Automobile Dealers Association, The Sheraton-Seelbach Hotel, Louisville.
- Sept. 22-24 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Sept. 26-28 — Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock.
- Oct. 2-4 — Annual convention of Texas Automotive Dealers Association,

Baker Hotel, Dallas.

- Oct. 14-16 — Annual convention of Truck Body and Equipment Association, Biltmore Hotel, Atlanta, Ga.
- Oct. 20-21 — Annual convention of Oklahoma Automobile Dealers Association, Tulsa.
- Oct. 20-22 — Annual convention of Florida Automobile Dealers Association, Balmoral Hotel, Bal Harbour, Miami Beach.
- Nov. 3-5 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Jan. 11-15 — Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

GARAGEMEN

- June 20-23 — Annual convention of Independent Garage Owners of America, Secor Hotel, Toledo, O.

WHOLESALEERS

- May 12-14 — Annual convention of North Carolina Automotive Wholesalers Association, Sir Walter Hotel, Raleigh.
- May 12-15 — Annual convention of Automotive Engine Rebuilders Association, Sheraton-Cadillac Hotel, Detroit.
- May 21-22 — Convention of Motor and Equipment Wholesalers Association, Sheraton-Plaza Hotel, Boston, Mass.
- May 21-22 — Annual convention of National Standard Parts Association, The Somerset, Boston, Mass.
- May 23-26 — National Automotive Service Show, Commonwealth Avenue Armory, Boston.
- May 31-June 1 — Spring convention of Automotive Wholesalers' Association of Alabama, Admiral Semmes Hotel, Mobile.
- Sept. 12-14 — Annual convention and Trade Show of Automotive Parts Rebuilders Association, Congress Hotel, Chicago.
- Oct. 16-17 — Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.
- Oct. 17-18 — Annual booth conference and convention of Automotive Wholesalers of Texas, Hilton Hotel, San Antonio.
- Nov. 3-4 — Annual convention of Automotive Wholesalers Association of Louisiana, Jung Hotel, New Orleans.
- Nov. 30-Dec. 6 — Convention Cruise of North Carolina Automotive Wholesalers Association aboard the Stockholm from Wilmington, N. C., to Havana and Nassau and return.
- June 4-8, 1958 — Automotive Service Industries Show, Navy Pier, Chicago, Ill.

BOWES does it again



NEW

ALL PURPOSE REPAIR MATERIAL and FABULOUS NEW SELF-VULCANIZING FLUID

repairs **TUBES** *and* **TUBELESS** tires **Cold or Hot!**

Everything you need to repair Tubes or Tubeless Tires ...
quick ... easy ... safe ... in small compact cabinet.



Send me complete information on your new
ALL PURPOSE repair material and Magic self
vulcanizing cement.

Name.....

Address.....

City..... State.....

(BAJ)

For TUBES:

Various sized patches of the new all purpose repair material ... use quick chemical solvent process ... Or ... new self-vulcanizing fluid ... or ... vulcanize.

For TUBELESS Tires:

Patches of the new all purpose repair material ... used Cold with the new self-vulcanizing fluid, or vulcanize where desired.

TT Sections and Nail Hole Patches: New self-vulcanizing fluid provides quick, easy, PERMANENT Cold repair ... or ... can be vulcanized.

For Standard Casings:

For Cold or Hot repairs, the new self-vulcanizing fluid can be used most successfully ... but ... Bowes chemical solvent process is easier, faster, more economical.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA
HAMILTON, ONTARIO, CANADA • LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA

Louisiana Dealers Name Begnaud President

J. ALFRED Begnaud of Lafayette was elected president of the Louisiana Automobile Dealers Association at its annual convention in New Orleans last month. Chosen vice-president was Garland Mahaffey of Lake Charles, while Everett Richaud of Houma is the new secretary-treasurer.

The board of directors includes Joseph A. Paretti, Tom Dutton, Wiley Mossy and McDonald Stephens, all of New Orleans; J. Alfred Begnaud and Larry Louviere of Lafayette; A. Dupre Vaeth and Everett Richaud, Houma, and Glenn Huff and Francis Edwards, Shreveport.

Other board members are V. H. Rivers, Monroe; E. W. Schon, Delhi; Marvin Smith, Baton Rouge; Bert Feiber, Bogalusa; Jerry Ashley, Crowley; Garland Mahaffey, Lake Charles; Lewis Roy, Jr., Marksville, and A. F. Lanier, Alexandria.

Free Piston Engine Is Ready to Hump

THE free piston engine, now out of the laboratory stage, is ready to compete on its own for power jobs, Arthur F. Underwood, manager of General Motors research staff activities, told the New York Section of the Society of Automotive Engineers last month.

Large-size free piston-turbine combinations now have a fuel economy in the range of similar-size diesels, Underwood said, while smaller units, resembling the two-cylinder gasifier in GM's experimental automobile, "XP-500," will operate with diesel fuel economy "within the immediately foreseeable future."

Savings of this form of power—essentially a diesel-powered pump or air compressor connected with a gas turbine—are based on its versatile fuel appetite, he said.

A large test unit (1,250 gas horsepower) at GM Technical Center has been operated by the research staff's mechanical development department with petroleum fuels ranging from gasolines to bunker C crude and shale oils.

"It is frequently pointed out,"



James A. Raine (top), who for the past year has been assistant manager of Mercury's New York sales district, has been promoted to sales manager of the Washington, D. C., sales district. He succeeds J. Basil Burke (bottom), now sales manager of the Chicago district.

Underwood said, "that any fuel which has a low tax at the present time cannot be expected to continue in a low tax bracket if the fuel becomes popular. This is undoubtedly true, but it would seem reasonable to expect a fuel having a lower production cost would cost less to the final consumer."

Welles Heads Pensacola Group

Frank E. Welles, Jr., Muldon Motor Co. (Ford), has been elected president of the Pensacola (Fla.) Automobile Dealers Association. Other officers are J. M. Lee, Escambia Motor Co. (Buick), vice-president, and Guy E. Yaste, Jr., Guy E. Yaste & Son (Dodge-Plymouth), secretary - treasurer. Directors are Mort O'Sullivan, Jr., Mort O'Sullivan Pontiac, Inc., and R. H. Turner, Jr., Pensacola Buggy.

Motor Vehicles Bring In 39.3% of Tarheel Taxes

MOTOR vehicles accounted for 39.3% of North Carolina's total revenue during the last fiscal year, according to figures furnished by the Department of Revenue and issued in a recent North Carolina Automobile Dealers Association bulletin issued from Raleigh.

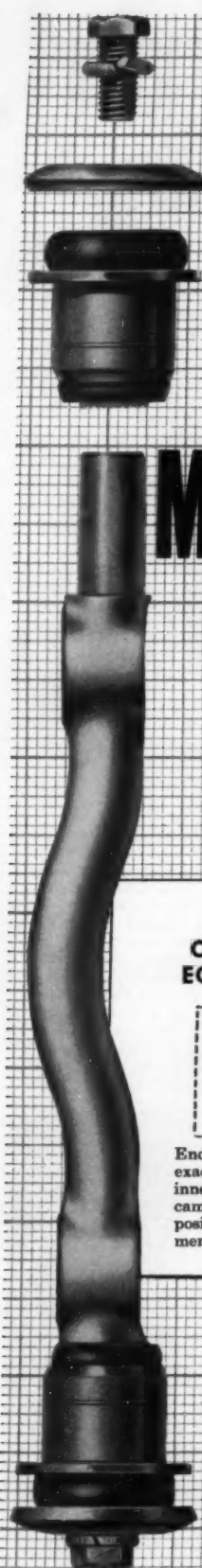
State gross receipts on franchise haulers, including title transfer and license fees, amounted to \$29,986,169. State gasoline tax totaled \$87,522,041, and gasoline inspection tax, \$3,258,099.

Sales tax from automotive sources only brought in \$12,745,069.20; wholesale sales tax, \$156,241.63; use tax, \$351,736.71, and automotive privilege tax, \$703,892.00.

Automotive taxes totaled \$134,723,249, while total revenue, exclusive of federal aid, amounted to \$342,122,149.

"Souped-up" employees at Don Rohyan's Ford, Inc., Columbus, O., get that way via a recently installed hot food vender which dispenses up to ten varieties of hot soups in individual eight-ounce cans. The new service reportedly hiked employee morale considerably and proved to be a plus for customers as well. The vending machines usually are installed, stocked and serviced by local operators at no cost to companies.

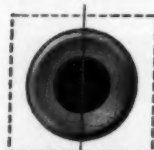




NEW MOOG KIT K-119

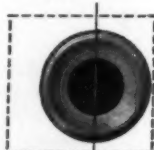
with PLUS $2\frac{2}{3}^\circ$ shaft
solves positive
for 1955-56-57

Here's the difference between
ORIGINAL EQUIPMENT and MOOG PLUS $2\frac{2}{3}^\circ$
SHAFT



End bearing is in the exact center of upper-inner shaft. If negative camber is excessive, a positive camber adjustment is impossible.

END
VIEW



Off-center bearing permits an additional $2\frac{2}{3}^\circ$ positive camber. Another Moog part designed to do a better job than the part it replaces!



means more
"under-the-car"
business!

PROBLEM: On late-model Chevrolets, camber is set by the use of shims behind the two mounting bolts on the upper control arm inner shaft.

To increase *negative* camber, you *add* shims.

To increase *positive* camber, you *remove* shims.

As the front-end assembly "wears in," a greater positive camber is required. But this condition cannot be corrected by removing shims if camber is excessively negative.

camber problem Chevrolets!

SOLUTION: Moog engineers have designed an upper-inner shaft with the ends machined off-center. This permits an *additional* positive camber adjustment up to $2\frac{2}{3}$ degree—enough to compensate for camber difficulties in '55, '56 and '57 Chevrolets!

TRY THE NEW PLUS $2\frac{2}{3}^\circ$ Ask your Moog Jobber for K-119. Kit includes a pair of bushings, compression plates, cap screws and lock washers—in addition to exclusive Plus $2\frac{2}{3}^\circ$ shaft.

MOOG INDUSTRIES, INC.
ST. LOUIS 14, MO.



"And I guess I don't have to tell you how terrific these new power brakes are."

GM's AC Division Moves Executives

GLENN N. Keim, Atlanta regional manager, has been named Los Angeles regional manager and his successor is Howard L. Wilburn, Detroit regional manager, General Sales Manager E. H. Francois of AC Spark Plug Division of General Motors announced on April 29.

Other appointments included:

O. Franklin Frost, general merchandising manager, to the new post of assistant general sales manager; William C. Lee and Paul P. Trainor, assistant sales managers, to eastern and western sales managers, respectively, and George R. Work, Los Angeles regional manager, to assume Frost's former position.

Missouri Association Names 16 Directors

SIXTEEN dealers from the various districts of the Missouri Automobile Dealers Association have been elected directors:

Ted C. Barnes, Chillicothe; H. F. Harris, Jr. (reelected), Hannibal; J. H. Scott, Jr., Kansas City; Galen Boyer, Independence; Ralph

Hook, Jr., Lee's Summit; Don F. Riley (reelected), Jefferson City; Mike O'Connor, Sedalia; H. Azell Morris, Jr., Springfield; Paul G. Johnson (reelected), West Plains; V. L. Rueseler, Cape Girardeau; I. J. Sharp, Poplar Bluff; V. T. McMahon (reelected), St. Louis; H. T. Gooch (reelected), Troy; M. J. Bilgere, St. Louis; R. E. Nolting, Kirkwood, and R. T. Pundmann (reelected), who resides at St. Charles.

Trim Shop Group Issues Time, Labor Manual

A TIME and labor manual establishing an up-to-date standard for job costs and time, usable quickly and efficiently to set prices for all trim work, has been compiled and published by the National Association of Auto Trim Shops, Inc., 1123 Broadway, New York 10, N. Y.

Ready for distribution to all trim shops, car agencies and insurance companies, the manual is said to represent many manhours spent in compiling figures from a cross-section of the country. Insurance companies reportedly will find the booklet valuable in estimating.

Maryland Gasoline Group Holds Initial Meeting

THE Independent Gasoline Dealers Association of Maryland, Inc., with headquarters at 7517 Marston Road, Baltimore 7, last month held its initial meeting, attended by more than a hundred owners and managers of garages and service stations in the Baltimore area.

Elected president was Charles T. Gladstone of Pimlico Esso. Ray Mazanowski of Northwood Gulf is vice-president; George A. Albrecht, Waverly Amoco, secretary, and Elmer Shanks, Govans Shell, treasurer. All are from Baltimore. L. Malcolm Rodman is executive director.

At the meeting President Gladstone outlined the plans and objectives. J. E. Moore and William E. Barr of the Olin Mathieson Chemical Corp. keynoted a program built around the theme "Sales through Service," sponsored by the Baltimore area Pyro wholesalers.

Alabama Garagemen Name Boyette President

WALTER Boyette of Montgomery, Ala., was elected president of the newly-organized Independent Garage Owners of Alabama at a meeting in Montgomery last month.

Other officers named were L. E. England, vice-president, and E. E. Brooks, secretary, both of Birmingham. Roy Farrington of Bessemer is chairman of the board of directors.

Affiliated with the Independent Garage Owners of America, the association is encouraging more chapters throughout the state to join. Headquarters are in Montgomery.

Next meeting of the association will be conducted in Mobile May 19.

Notre Dame Club Honors Ricke

William H. "Bill" Ricke, southeastern regional sales manager for Pendleton Tool Industries of Los Angeles, this month was selected Notre Dame Man of the Year by the Notre Dame Club of Atlanta, Ga.

Exchange engines are **BETTER** than ever!



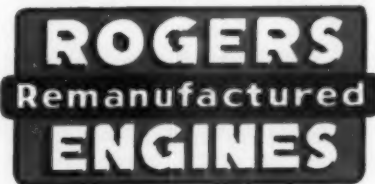
Rogers remanufactured engines are DYNAMOMETER-TESTED!

Why spend days overhauling engines? Install DYNAMOMETER-TESTED Rogers Remanufactured Engines and get the car out in one day! Rogers engines are fully-warranted to give your customers the finest new-engine performance at *exchange engine cost*. Each engine is remanufactured from the block up on a production line basis, using factory techniques and equipment.

New parts meet original equipment standards. When the remanufacturing is completed, each engine is run-in under its own power and DYNAMOMETER-TESTED to be sure it meets the rigid requirements demanded of any

engine bearing the ROGERS nameplate. Save time . . . save labor . . . increase profits. Install exchange ROGERS REMANUFACTURED ENGINES. Serving the Southeast only! Write for the name of your nearby ROGERS dealer.

*Look for
this nameplate
on the
exchange engines
you install*



300 Hunnicutt St., N.W., Atlanta, Ga.

Your reputation rides with the engines you install



These officers are jolly about the hard work of heading up an association! The South Carolina Automobile Dealers Association, which held its convention at Charleston April 26-27, decided that this trio would continue in office until next year (l. to r.): H. Earle Holley of Aiken, vice-president; Robert F. Pulliam of Columbia, secretary-treasurer, and William E. Hancock, Jr., Columbia Buick dealer, president. Mrs. Ella W. Ford, headquartering at Columbia, is executive secretary.

Franchised Dealers Give Away Profit, Elson Sims Tells South Carolinians

FRANCHISED car dealers are "giving away" their profits because they don't know their true costs, accounting for the fact that last year 30% operated in the red, the South Carolina Automobile Dealers Association was told last month at its annual convention at Charleston.

Said Elson G. Sims, a Ford dealer of Vincennes, Ind., who claims he has made money every year for the last 24 years:

"I have yet to meet the first dealer who would sell me a new, current-model automobile at \$200 below his invoice cost, yet I have met them by the multiplied thousands who were willing to sell these cars at \$200 below their true cost. . . .

"I contend that if you are running a business in which you sell a million dollars' worth of merchandise in one year and it cost you \$140,000 expenses that same year in addition to what you paid for the merchandise, then your costs are the cost of the merchandise plus 14% of whatever amount you sell that merchandise.

"For instance, if you buy an automobile from the factory which

costs you \$2,000 and the next day you sell this car straight out (no trade-in) for \$2,200, then your cost on this car is the \$2,000 you paid the factory plus its proportionate part of the total expense — in this case 14% of \$2,200, which is \$308, or a total cost on this car of \$2,308 which you sold for \$2,200. So, instead of a quick profit of

\$200 you really create a quick loss of \$108."

Byron J. Nichols, general manager of Chrysler Corp.'s group marketing organization, told the convention that while factory-dealer relations have improved, there remains a need for "both factories and dealers to have better customer relations."

He asserted:

"We must do a better job of selling ourselves and our institution."

John H. Nash, Jr., Chevrolet dealer of Austin, Texas, and chairman of NADA's Young Automotive Managers, told a YAM luncheon meeting that "only through warranty are you going to whip bootlegging."

Other speakers included George W. King of Fort Lauderdale, vice-president of the Florida Automobile Dealers Association, and Edmund H. Harding, humorist, Washington, N. C.

Carlson Retires at Olds

L. F. Carlson, director of advertising for Oldsmobile Division, retired April 30 under General Motors' retirement plan, according to General Manager J. F. Wolfram. Carlson joined the division Jan. 1, 1942, and served in various advertising, public relations and merchandising capacities since that date.

(More News Briefs on Page 146)

The first Independent Garage Owners of America billboard in the United States can be seen on U. S. highways 66 and 75 and state highway 33 at the west entrance to Tulsa, Okla. Standing ten feet high and 40' long, it can also be seen from the Turner turnpike. Shown are (l. to r.): Chester Rothhammer, chairman of the Tulsa IGO board; Charlie Cruce, Oklahoma's national director; Loyd Sample, secretary; Robert Grant, president; Bill Blaine, treasurer, and Charlie "Chuck" Jones, executive secretary, all of IGO-Tulsa, representing 116 members.



CHRYSLER

resale value at an ALL-TIME HIGH!

LATEST AVAILABLE figures (N.A.D.A. Official Used Car Guide Region E) show resale value of a year-old Chrysler Windsor at an all-time high. The same report also shows Chrysler Windsor has retained from 2.5% to 13.9% *more* of its original value than its three closest competitors.

When you add this to the overwhelming popularity and resultant high resale value of the Mighty 1957 Chrysler you can quickly see why the Chrysler Dealers of America are progressing at such a rapid rate.

• • •

No wonder Chrysler dealers are setting new sales records . . . look at the outstanding features they have to sell:

- ★ The Mighty Chrysler has the greatest styling advance in 20 years!
- ★ The Mighty Chrysler has revolutionary new Torsion-Aire Ride!
- ★ The Mighty Chrysler has all-new Total Contact Brakes!
- ★ The Mighty Chrysler has the largest glass area in its field!
- ★ The Mighty Chrysler has Pushbutton TorqueFlite Transmission!
- ★ The Mighty Chrysler has the industry's outstanding engineering!
- ★ The Mighty Chrysler has the most powerful engine design today!
- ★ The Mighty Chrysler has fine car value and prestige!

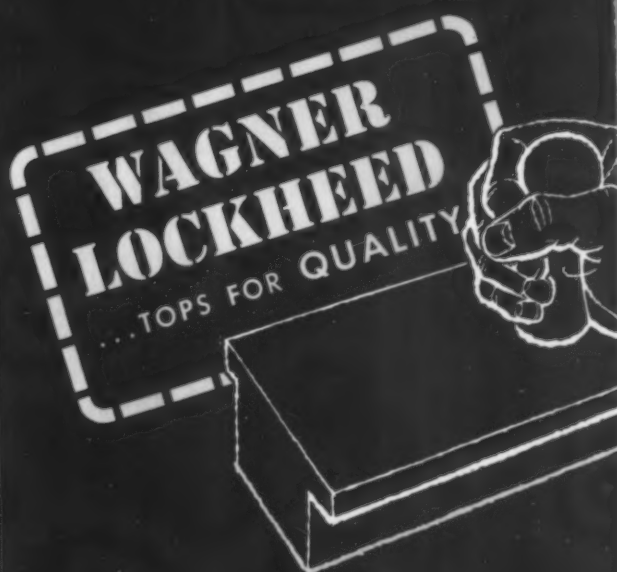


Biggest value in the \$3000 price range!

CHRYSLER DIVISION, CHRYSLER CORPORATION, DETROIT 31, MICHIGAN



**It pays
to use
the
Leading
Brand**





**It pays
to use
the
Leading
Brand**

When your customers
brake work they're as
Give them as much of
Wagner Lockheed Bra
best possible protection
due to inferior brake fl

When you team up yo
with the best brake pro
gain. It builds business
confidence your custom
and you satisfy yourse
best job possible.



Customers come to you for
 they're asking for safety.
 Give them the best of it as you can! With
 Wagner Lockheed 21B Brake Fluid you give the
 best protection against brake failure
 in any brake fluid.

Put up your best brake work
 with the products you're bound to
 get the business... it fulfills the
 customers place in you...
 and yourself by doing the

AMERICA'S LEADING BRAND

You're using the best when you use Wagner Lockheed—it's the hydraulic brake fluid that has led the field in sales... been the standard of quality for 33 consecutive years.

BACKED BY RESEARCH

As the leading supplier of hydraulic brake fluid to car and truck manufacturers and to the automotive service field, Wagner has spent half a lifetime of concentrated research in the development of safe brake fluid.

BETTER CHEMICAL BALANCE

This leading brake fluid is compounded of the finest ingredients, in the world's largest plant devoted exclusively to the manufacture of hydraulic brake fluid. It is chemically balanced to withstand sub-zero temperatures without freezing... extreme heat without gassing... to prevent gummy residue, swelling of rubber parts, or corrosion of metal parts... to mix with all other approved fluids... and to absorb a necessary amount of moisture.

SURPASSES SAE SPECIFICATIONS

Wagner Lockheed 21B surpasses all Society of Automotive Engineers' specifications for a heavy-duty brake fluid... and meets all state laws regarding brake fluid.

USED AS ORIGINAL EQUIPMENT

The many automobile, truck and trailer manufacturers who use Wagner Lockheed as original equipment prove its reliability. It's tops! And it's available in six container sizes from 12 oz. to 54 gallons.

Wagner Electric Corporation

6400 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.
 (Branches in principal cities in U.S. and in Canada)

FOR YOUR SAFETY...
LET US CHECK
YOUR BRAKES

Wagner Lockheed PRODUCTS
BRAKE SERVICE

**YOU CAN'T BEAT
WAGNER LOCKHEED**
it's tops for **QUALITY**

Wagner Lockheed
BRAKE FLUID
21
EAVY DUTY

Wagner Lockheed
WP BRAKE LINING

Wagner Lockheed
SERVICE PART

Wagner Lockheed
WP LINED BRAKE SHOE

Wagner Lockheed
COMAX LINED

Wagner Lockheed
COMAX

Wagner Lockheed
SERVICE PART

WAGNER LOCKHEED HYDRAULIC BRAKE

the **Wagner Lockheed** line is complete...

You can fill **ALL** your brake service needs
from **ONE** convenient source ... in your own area

There's no need for you to go to one place for some of your hydraulic brake parts—and to another for "hard-to-get" numbers ... Save time ... Save money ... Get **ALL** your requirements from one source. You'll find the Wagner Lockheed line of brake parts the most complete on the market for all makes and models of cars and trucks.

WAGNER LOCKHEED BRAKE PARTS—cups, boots, pistons, springs, washers, cylinders, hose—marketed as repair and replacement parts are manufactured to the same specifications, by the same machinery in Wagner plants, as parts used

in complete assemblies for original equipment.

WAGNER LOCKHEED BRAKE FLUID ... BRAKE LINING and EXCHANGE SHOE SETS—all are part of this complete line—all are tops for quality. Try them—and you'll standardize on Wagner Lockheed. You'll have less grief ... waste less time ... and you'll make more money. For details, consult your Wagner Jobber, or write us for Catalog AU-1.

Wagner Electric Corporation

6400 Plymouth Ave., St. Louis 14, Mo., U. S. A.
(Branches in principal cities in U.S. and in Canada)



**"Mister, it'll be a long time before anything
like that happens to a MERIT Muffler!"**

This dealer knows his mufflers! He knows Merit ovals have up to $\frac{1}{4}$ heavier Cushion-Aire® shells, $\frac{3}{4}$ heavier outer heads, heavier inner parts, for greater strength and longer life. This quality, plus Merit's silencing action and lower back pressure, all at no extra cost, helps him maintain his reputation for first-class work.

He never misses a muffler sale now, because Merit offers a modern, complete line . . . from glass-packed mufflers to heavy service truck systems. And he gets factory backing, too, with merchandising aids that boost his muffler business.

The profits on his muffler business have gone into high gear with Merit, the high-profit, high-volume and top-quality line. And so can yours. Why not call your Merit jobber today.



MUFFLERS AND PIPES

Dept. 5E, 619 Smith St., Toledo 1, Ohio

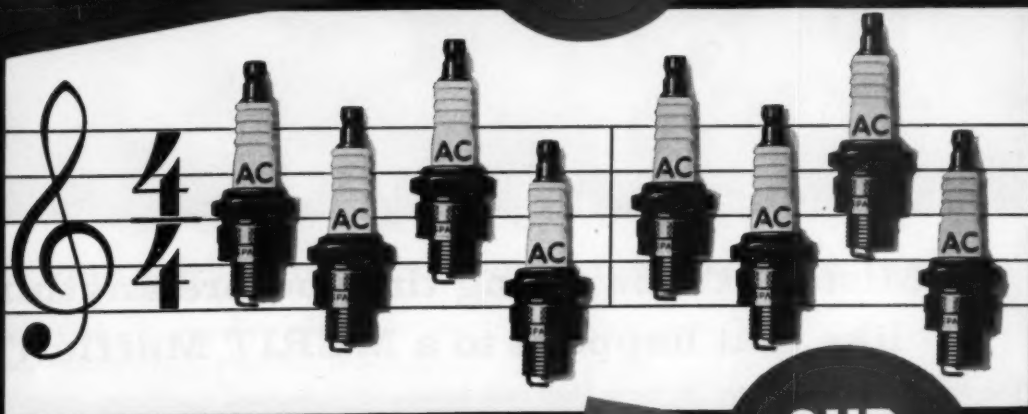


SELLING SLANTS

MONEY-MAKING FACTS

AC presents your Spring Spark

KEEP in TUNE...with AC



1. STRIKING PLASTIC WINDOW DISPLAY

A full set of 8 AC Spark Plugs perfectly reproduced in deep dimensional plastic . . . supported by attention-arresting window trim, featuring the selling theme "Keep in Tune." Notice your service gets a big boost, too! First display in the industry to feature the "Sell in SETS" idea.

...and

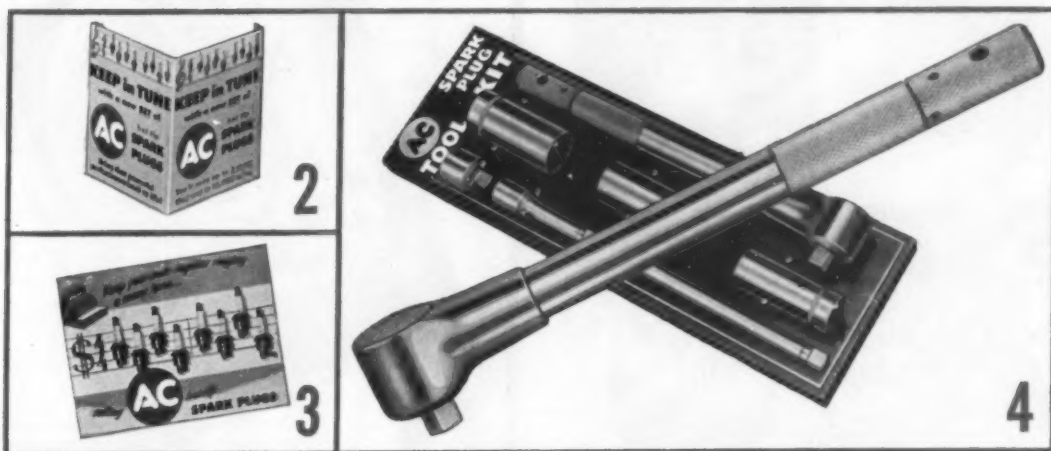
**OUR
SERVICE**

Get an Action Sales Start This Spring with AC!

OF THE MONTH !
FOR DEALERS

great sales-loaded Plug Campaign!

Here's a selling quartet that will keep your cash register singing a merry sales tune this spring!



2. UNIQUE WALL PROJECTION SIGN — Both sides of this attention-getter remind your customers to "Keep in Tune" with a new SET of AC Spark Plugs.

3. A SPECIAL SELLING PLAN BOOK — Something really new! A big folder, jam-packed with display suggestions, sales-tested selling "events" and service sales incentives . . . completely organized

plans for stepping up your spring spark plug sales.

4. THE AC SPARK PLUG REECHET TOOL KIT — Here's the answer you've been waiting for . . . a new, seven-piece tool kit that makes ALL spark plug installations fast and easy. Saves time . . . saves labor. Yours at a very special low price with an order for 48 AC Spark Plugs.

Plus Terrific National Advertising Support for You!

OUTDOOR POSTERS — Over 5000 posters from coast to coast carrying your "Keep in Tune" theme. That's real selling support!

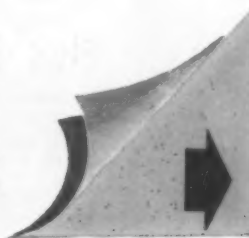
NATIONAL MAGAZINES — Full-color advertisements in *Life*, *Look*, *The Saturday Evening Post* and other leading magazines!

NETWORK TELEVISION — Action-packed AC commercials on *Wide World*, the big 1½-hour Sunday show over NBC-TV.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS



**CALL YOUR REGULAR
AC SUPPLIER TODAY!**



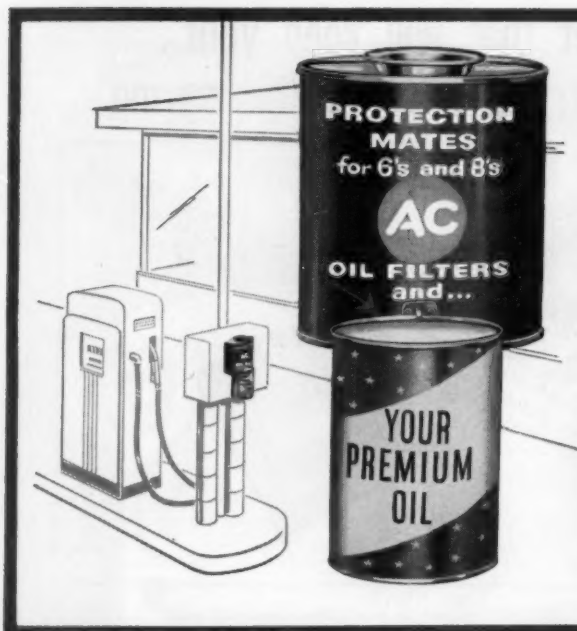


SELLING SLANTS

MONEY-MAKING FACTS

A tremendous new AC

Here's Your AC Oil Filter Program . . .
to Step Up Spring Sales of Filters and Your Premium Oil!



2. CLEVER STIK-KLIP OIL AND FILTER DISPLAY — Works anywhere on any surface. Special clip holds actual can of your premium oil. An outstanding service-area companion reminder to tie-in with your main point-of-sale display.



3. ACTION-PACKED DEALER PLAN BOOK — A full-scale, completely organized approach for stepping up oil and filter sales this spring. Loaded with clever display ideas, customer-tested sales "events" and easy-to-operate service sales incentives. Designed for all dealers, regardless of size!

Plus Industry-Topping National Advertising Support!

OUTDOOR POSTERS

Backing up your spring point-of-sale, the interest-packed "Protection Mates" billboard will be seen by millions of motorists in 634 major markets this spring, covering every town of over 25,000 population.

NATIONAL MAGAZINES

Big, full-color AC Oil Filter advertisements in *Life*, *Look* and *The Saturday Evening Post*. Millions of readers will be reminded of need to change by the "Protection Mates."

NETWORK TELEVISION

Famous stars of the entertainment world will be going all-out selling AC Oil Filters for you on *Wide Wide World*, the great NBC-TV spectacular that covers 96% of all TV sets.



AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

OF THE MONTH !

FOR DEALERS

Oil Filter Campaign !



T. SALES-APPEALING PLASTIC WINDOW DISPLAY

Wham! What an eye-stopper! Sludgie's fun-loving pups in deep, dimensional, full-color plastic, with a recess to hold a can of your premium oil. They mount on the outside of your show window. The accompanying window trims mount on the inside . . . together these items are a real sales-catcher.

Get an Action Sales Start This Spring with AC

CALL YOUR REGULAR



SUPPLIER TODAY!



Change Oil and Filter Here!

Parko PREMIUM PARADE for BIGGER PROFITS!



Blue Magic Car Polish Concentrate

Parko Blue Magic Car Polish Concentrate is unexcelled for quality and ease of application—and it gives car owners lasting beauty for their automobiles. This new liquid silicon polish makes it possible to

add super gloss brilliance to new car finishes... restore that new car look to older models. Contains built-in cleaner which eliminates hard rubbing and buffing. It's an all-weather, all-weather product. It has the reputation of being the world's most durable and finest polish. Just apply—let dry—wipe off. You make the first sale... it'll sell itself from then on!

Deep Lustre Car Wax



An amazing new development for car finishes of new automobiles and those automobiles which have a finish in good condition. Gives wonderful protection for present-day bright colors and acrylic finishes. Cleans and waxes in one "easy-does-it" operation. Protects car finish with brilliant glass-like film. Weatherproofs finish against rain, snow, sun, salt spray, dew and dirt. There's nothing better for new car finishes. Contains special built-in chemical cleaner which eliminates hard rubbing. It's a high-volume seller.



Supreme Pre-Polish Cleaner

Provides "slick-as-a-whistle" removal of old oxidized paint and road film with completely non-abrasive action. Conditions surface for waxing and polishing to high lustre.

Whitewall Liquid Spray Cleaner

Magic new formula cleans white side wall tires, black tires, other rubber products, quickly and easily. No rubbing, no scrubbing. Each pint can comes with sprayer.



Rust Inhibitor & Water Pump Lubricant

Parko Pump Lube and Rust Inhibitor lubricates water pump bearings and seals. Prevents rust and corrosion in cooling system. Rust-proofs entire cooling system.

Cooling System Sealer and Radiator Cleaner

Sealer quickly seals leaks and cracks in radiators, water jackets, engine blocks and cylinders—safely. Radiator Cleaner is a fast acting, liquid-type cleaner which removes grease and rust from cooling system.



FREE

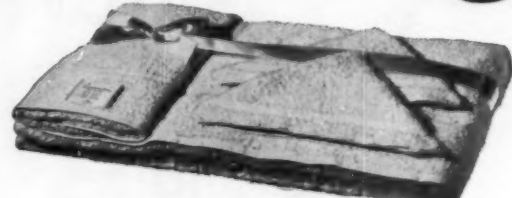
BEAUTIFUL BENRUS WATCHES

the Lady Howe...
petite, gorgeous...
a \$65.00 value

the handsome
Prince Berry...
a magnificent
\$71.50 value



FREE with purchase of 10 cases,
9 oz. Parko Deep Lustre Car Wax.



Luxurious 5-piece Cannon Towel Set... a \$4.50 value

FREE with 2 cases (pints) Parko Blue Magic Car Polish.



Beautiful 8-piece set of
Libbey Safedge Glassware...
a \$6.00 value

FREE with 2 cases (gal.) Parko White-
wall Liquid Concentrate Spray Cleaner.

**BUY 5 CASES
...GET 1 CASE FREE**
Blue Magic Car Polish

Plus... your choice of many other outstanding sales-combination offers!

Your jobber has these offers available for immediate delivery. If he cannot supply you, write today for facts on combination sales offer that lets you make your regular profit... and still qualify for valuable premiums.

PARK CHEMICAL COMPANY

8074 Military Ave.

Detroit 4, Mich.



You can wait too long to replace engine bearings . . .

Somebody was surprised when these things fell out of the engine. They used to be bearings, but neglect and abuse took their toll—and think of the costly shaft damage that results! Always replace bearings after reasonable service. Never re-install the old bearings even if they "look good"—that's no accurate test of their condition. They could fail tomorrow. To restore fine performance, replace with new Federal-Mogul bearings. They are quality engineered for reconditioning jobs. The line is *complete*, to give you exactly the bearings you need. You can depend on the black and red Federal-Mogul box. *Most* mechanics do. Ask your jobber!



FEDERAL-MOGUL SERVICE

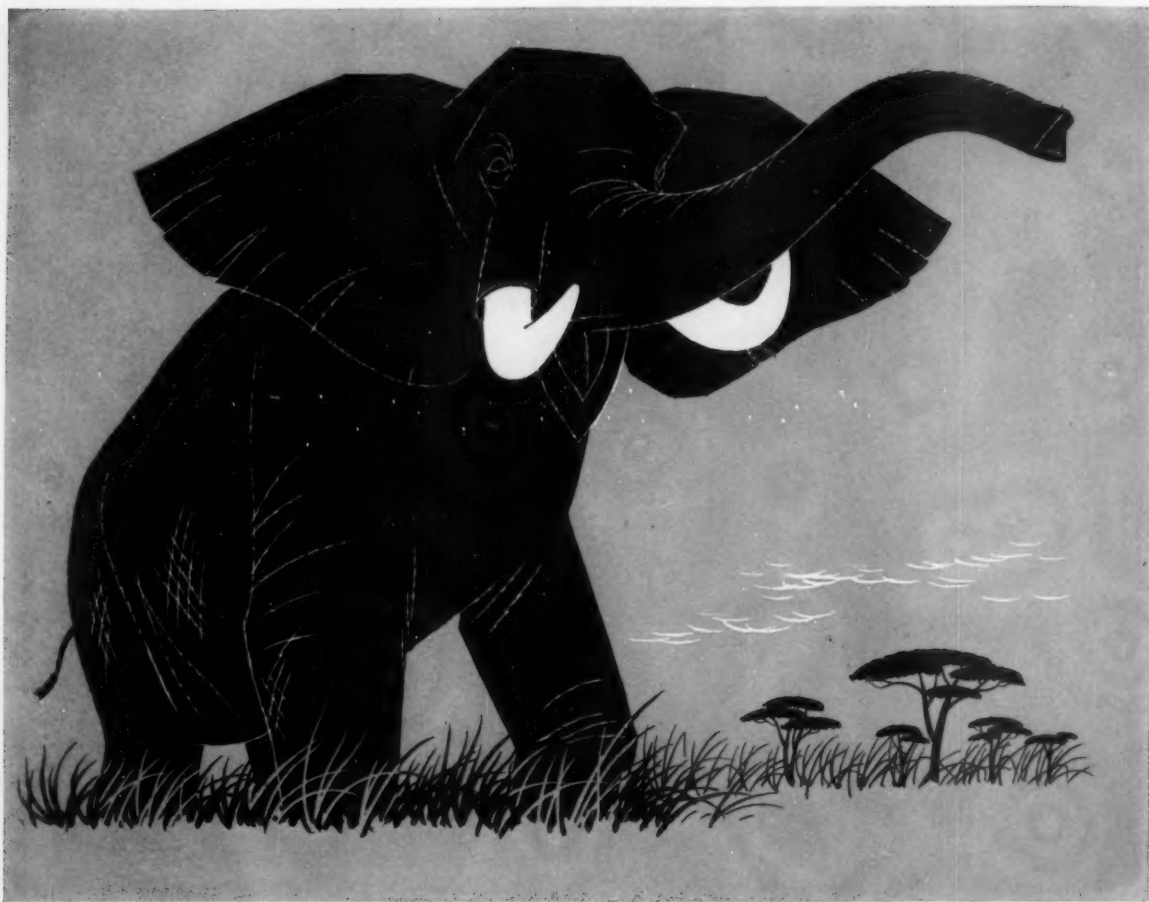
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC.

RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE

SOUTHERN AUTOMOTIVE JOURNAL for May 1957

Want more facts? Use Reader Service Card Page 118

27



LEADERSHIP IS EARNED

Through the years Associates has been a leader in automobile financing—the first to offer non-recourse paper . . . the single-time contract . . . and simplified rate charts. *But being first is not enough for Associates.* Associates today recognizes a new era in finance company-dealer relations. It has geared its branches to provide their dealers with the close, flexible service and assistance necessary to help them sell more cars—more profitably in today's fast-moving automobile market. With a new approach in sales training slide films, comprehensive used car merchandising and management books, closer dealer-finance company relationship, combined with simpler paper work and modern one-stop finance and insurance services, Associates continues to earn leadership.

The Old Sage says...




"It pays to have a sound, permanent financing connection—like having an old friend who understands your problem."



Associates
SOUTH BEND, INDIANA
"We Care for Our Own"

ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



*Seems to me I
ought to have the
same linings that
came on the car!*

Tell him he'll have 'em!

You can if you stock BENDIX-ECLIPSE linings and brake blocks. They're on more new vehicles than any other make!



Marshall-Eclipse Division
Troy, New York



FOR MECHANICS ONLY!!!



Make this easy contest pay off for you! You'll never have another chance to make so much money so easily. There's nothing to it because, as a mechanic who knows-his-tools, all you have to do is complete this sentence in 25 words or less: "I prefer an impact wrench with optional TORSION BAR torque control because..."

DON'T DELAY—ENTER TODAY—Nobody has a better chance of winning than YOU do. So enter today, or if you prefer, "get together" and talk it over with your I-R Impactool Salesman.

YOU CAN WIN ONE OF THESE BIG PRIZES

First Prize.....	\$1,000.00
Second Prize.....	500.00
Third Prize.....	250.00
Fourth Prize.....	ST3-C Kit..... 230.30 value
Fifth Prize.....	ST3 Kit..... 216.55 value
Sixth Prize.....	ST2-C Kit..... 185.80 value
Seventh Prize.....	ST1-C Kit..... 176.30 value
Eighth Prize.....	ST2 Kit..... 172.05 value
Ninth Prize.....	ST1 Kit..... 162.55 value
Tenth Prize.....	SUT-A Kit..... 157.50 value
Eleventh Prize.....	SUT Kit..... 130.00 value

PLUS . . . 500 Additional Prizes of Impactool Purchase Certificates worth \$15.00 each, on the purchase of either a tool or accessories.

READ THESE RULES CAREFULLY—

- Contest open to all mechanics and mechanics' helpers in continental United States.
- Employees of Ingersoll-Rand and our advertising agencies are not eligible.
- Salesmen and countermen employed by Impactool Sales Outlets are eligible to compete for separate cash awards for assisting mechanics.
- All entries must be postmarked not earlier than April 1 and not later than June 30, 1957. Address your entry to Tool Of Fortune Pay-Off, Ingersoll-Rand, Post Office Box 190, Phillipsburg, N. J.
- Entries will be judged for originality and aptness of thought. Judges will be a panel of Editors of Automotive Trade Papers. Duplicate prizes will be awarded in case of ties. Decision of Judges will be final. Entries will not be returned and all become property of Ingersoll-Rand.
- Contest winners will be notified by mail no later than July 31, 1957. Winner lists will be sent to those who send in stamped, self-addressed envelope.
- Each contestant is limited to one entry. If more than one is sent in, only the first entry received will be judged.
- Any contestant who buys an Ingersoll-Rand Impactool or Kit during the period of the contest and then wins one of the Impactool or Kit prizes, may take the cash equivalent of the prize won.

YOUR I-R IMPACTOOL SALESMAN WILL HELP YOU LOOK for your Impactool Salesman. He will show you how this I-R Impactool with Torsion Bar Torque Control makes all other impact wrenches obsolete. He will give you facts about time-saving; eliminating "over-torque"; simple torque setting; reversible power; no clutch; longer tool life, etc.

Ingersoll-Rand

18-543

11 Broadway, New York 4, N. Y.

MAIL TODAY

OFFICIAL ENTRY

Tool Of Fortune
Ingersoll-Rand
P. O. Box 190, Phillipsburg, N. J.

I-R MECHANICS' TOOL OF FORTUNE \$10,000 PAY-OFF

"I prefer an impact wrench with optional TORSION BAR torque control because _____"

Mechanic's Name _____

Mechanic's Address _____

Impactool Salesman's Name _____

Impactool Salesman's Co. Address _____

meet
a
foxy
service
man



Smart dealers, repair and service men know a profit line when they see it, and that's why they insist on the famous Signal-Stat multi-purpose signalling system for all new truck installations and replacements. Never before such superb refinement of design, construction and performance as in the new CYCLOSTAT line. This Sigflare system provides better all-around protection for the truck operator — helps prevent "sitting duck" accidents . . . keeps drivers at the wheel instead of in a wheel chair. When you install a Signal-Stat signalling system, your customer is getting the best all-around value — smart styling, fool proof protection. This means a satisfied customer and extra, profitable business for you. Be foxy . . . see your jobber about Signal-Stat today, or write for descriptive literature.



900-SIGFLARE SYSTEM

4 lamps and the fabulous "5-in-1" No. 900 Switch provide • The most powerful Class A, Type 1, directional signals. • Emergency flare feature that flashes all 4 signal lamps when vehicle is disabled. • 2 Stop Lamps as powerful as signal lamps. • 2 Tail Lamps as powerful as the law allows. • Plus new built-in tail light control that automatically takes over when signalling turns at night.

Signal-Stat

Always creating — never imitating

DIRECTIONAL SIGNALS • SWITCHES • FLASHERS

Signal-Stat Corporation, 523-539 Kent Ave., Brooklyn 11, N.Y.

LONGER-LASTING EASIER APPLIED

**CLEANS
POLISHES
GLAZES**
IN ONE APPLICATION!

*...sells fast
because it lasts!*

FAST... only 45 to 60 minutes to clean, glaze and polish most cars.

EASY... just rub on, let dry, wipe off.

HARMLESS... Contains no harsh abrasives. Ideal for use on the new acrylic lacquer finishes.

DURABLE... its hard, high gloss lasts months longer on most cars!

BIG APPEAL to everyone who wants a quality glaze job with as little work as possible.



Best selling season just ahead . . . order from your supplier today.

MAC'S

SUPER GLOSS CO., INC.

Los Angeles 42, Calif.
Cincinnati 26, Ohio

DON'T WAX IT, MAC'S-IT!

**IT'S
HERE!**

wix®
DRY / TYPE
POLYMITE
AIR FILTER



It's here!...another profit-winning WIX development for YOU! the perfected WIX Dry Type AIR FILTER for all 1957 cars so equipped. Scientifically engineered to meet or exceed engine manufacturers' specifications for dry type air filtration...99+% efficient! Positive sealing against by-pass of dust-laden air. Yes, even with its high air flow rate, the WIX Cartridge catches more dirt and dust and holds its efficiency longer...every inch a WIX Engineered Filtration Product. Get the facts and prices on this great, new, profit-producing WIX Air Filter from your WIX Jobber today.

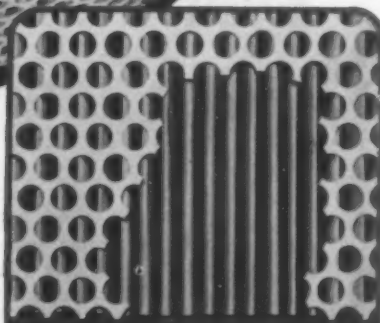
wix®

OIL FILTERS / AIR FILTERS

AUTOMOTIVE • INDUSTRIAL • RAILROAD

WIX CORPORATION • GASTONIA • N. C.

In Canada: Wix Accessories Corp. Ltd., Toronto



**ENGINEERED
AIR FILTRATION**

NOW! the great, new filtering media — POLYMITE! Scientifically designed after months of painstaking research to deliver the ultimate in air filtration. Provides maximum air flow rate, while removing even microscopic size dust and grit particles. Polymite is **DOUBLE CURED** for added strength and to extend its long service life. Protected by a perforated, plated steel outer wrap and an inner wrap of corrosion resistant wire mesh.



Ever think of ***Snap-on**** as your "extra" employee at no extra cost?

Chances are you've seen a *Snap-on* man during the past few weeks. If you've been in the shop during one of his regular visits, you've watched him in action. More than likely you've heard some of the kidding he takes from your mechanics. But, you've seen them buy *Snap-on* tools.

A mechanic doesn't kid about the tools he uses — he depends on them for a living. That's why he welcomes the *Snap-on* man whenever this tool expert calls. The tools he sells, his wide experience, and his training in tool use often break

work bottlenecks, make "beating the rate" a cinch. It's like having an extra man on the payroll ... at no extra cost to you.

The more timesaving, money-making *Snap-on* tools there are in your shop, the easier it is for your mechanics to turn out the kind of work that means more customers, more profits. The next time your *Snap-on* man calls, ask him about the plan by which you can help more of your employees own and use *Snap-on* tools.

SNAP-ON TOOLS CORPORATION

8052-E 28th Avenue, Kenosha, Wisconsin

*Snap-on is the trademark of Snap-on Tools Corporation.



Why Toledo Steel **MICRO BEARINGS**

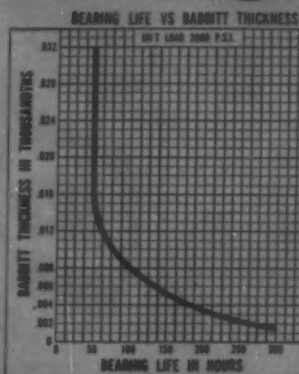
last longer,
perform better



Micro* bearings—the bearings with the thin babbitt lining—are best for normal service in cars, light trucks and tractors. Precision manufacturing of Toledo Steel Micro bearings assures proper fit, correct tolerances and exact oil clearances. You can get them in standard sizes or proper undersizes to fit any engine.

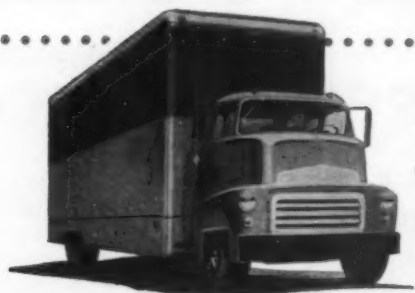
Compare the Construction

Micro bearings are constructed with steel back and an extremely thin babbitt lining, .002"-.005" thick on rod bearings and .004"-.007" thick on mains, as opposed to .020" or greater on conventional babbitt bearings. This Micro bearing feature greatly increases load carrying capacity and provides almost double the fatigue life of regular babbitt bearings.



Bearing Life vs Babbitt Thickness
The value of the micro principle of bearing construction is illustrated in this chart. The fatigue life of a bearing is inversely proportional to its thickness. The thinner the bearing surface, the greater its fatigue strength and the longer it will last.

*T. M. of the Clevis Corp.



For heavy-duty service
... specify *Toledo CL-77 bearings*

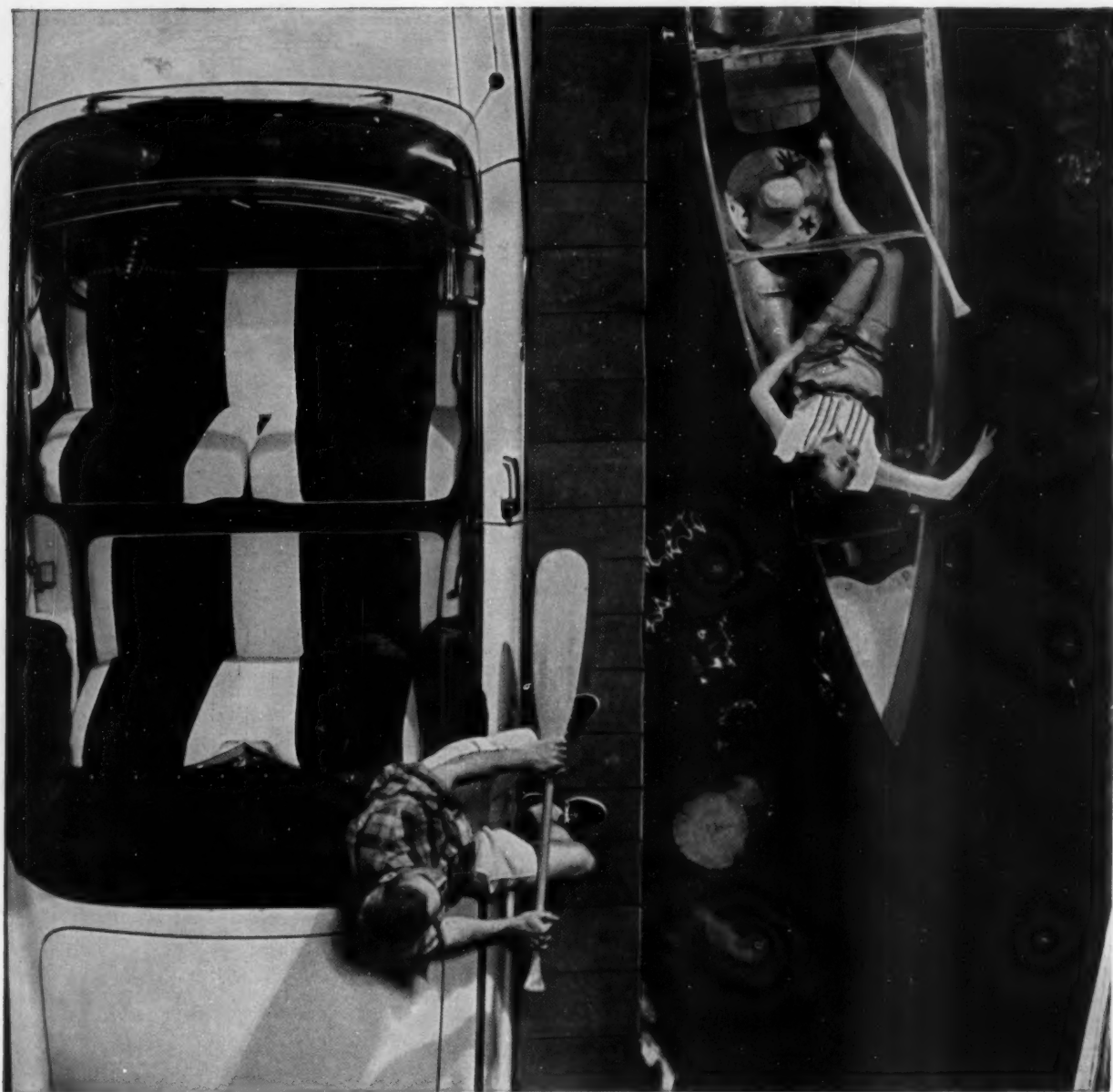
The great fatigue strength, load capacity, corrosion resistance and surface action of CL-77* bearings make them the finest heavy-duty bearings obtainable. Specify CL-77 bearings for the tough jobs!



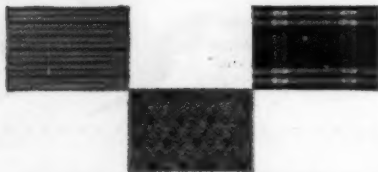
TOLEDO STEEL PRODUCTS

Division of Thompson Products, Inc.

6402 CEDAR AVE. • CLEVELAND 3, OHIO



Sell new-model beauty . . .



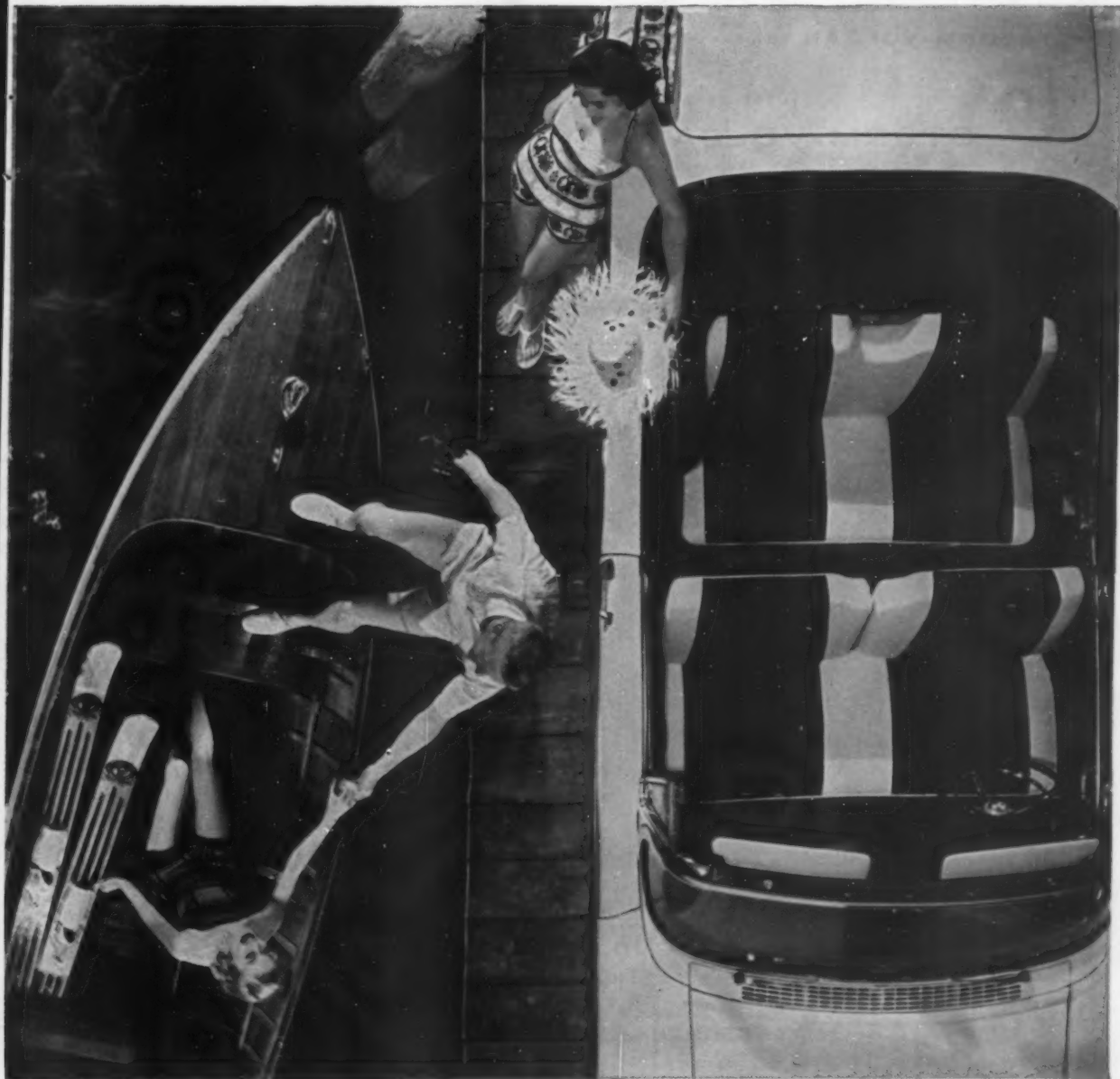
IT'S WOVEN

TO BREATHE!

STILL THE MOTORIST'S FAVORITE COVERS

You sell new car beauty with every set of seat covers woven of SARAN. SARAN seat covers make older cars look like new and enhance the beauty of the '57 models. Available in all the smart new fabric patterns and colors, SARAN seat covers are your customers' favorites. SARAN is rugged, durable and virtually scuff-proof: made to withstand rough treatment and offer lasting beauty. Get ready now for the big spring selling season. Stock the seat covers that make older cars look like new . . . seat covers made of SARAN!

FEATURE SARAN FOR GOOD CAR KEEPING WEEK, MAY 21-31



with seat covers of SARAN

STILL THE DEALER'S BIGGEST PROFIT MAKER

SARAN seat covers are the dealer's biggest profit maker because they have all the extra features your customers want. They are woven to allow natural air passage, offering owners year-round driving enjoyment. And SARAN seat covers are the easiest to clean... a damp rag removes stains and spills without spotting. These are features your customers look for in seat covers. That's why SARAN seat covers are still the dealer's biggest profit maker. For more information on SARAN seat covers write THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department PL 1576G.



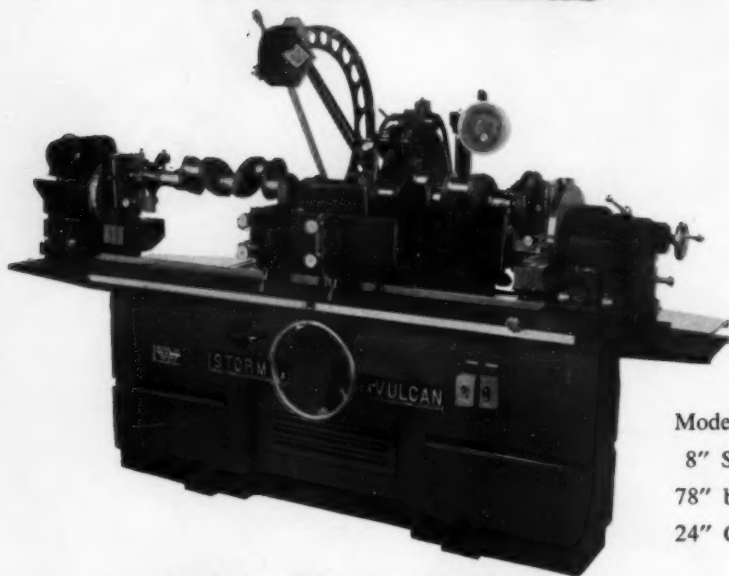
FEATURE THIS LABEL...
CLINCH THE SALE!

YOU CAN DEPEND ON

DOW

STORM-VULCAN takes your machine shop out of the RED!

the new
STORM-VULCAN,
the name famous
for *FIRSTS!*



Model #15C has:
8" Stroke
78" between Centers
24" Grinding Wheel

STORM-VULCAN'S three models of Crankshaft Grinders . . .
#15, #15A, #15C . . . enable you to profit more
because STORM-VULCAN was FIRST:

- To make it possible to grind on live centers without renewing the centers in a crankshaft.
- To make it possible to grind a crankshaft on live or dead centers.
- To give you a crankshaft grinder on which the average operator can grind 140 journals per day in production grinding
- With solid one-piece base casting for greater rigidity and longer life
- With double-action table traverse which limits size of machine and conserves shop space
- To consult the scientists and introduce the proper color of machine shop tools to reduce operator fatigue and increase production
- This is the Crankshaft Grinder with the famous FIRSTS

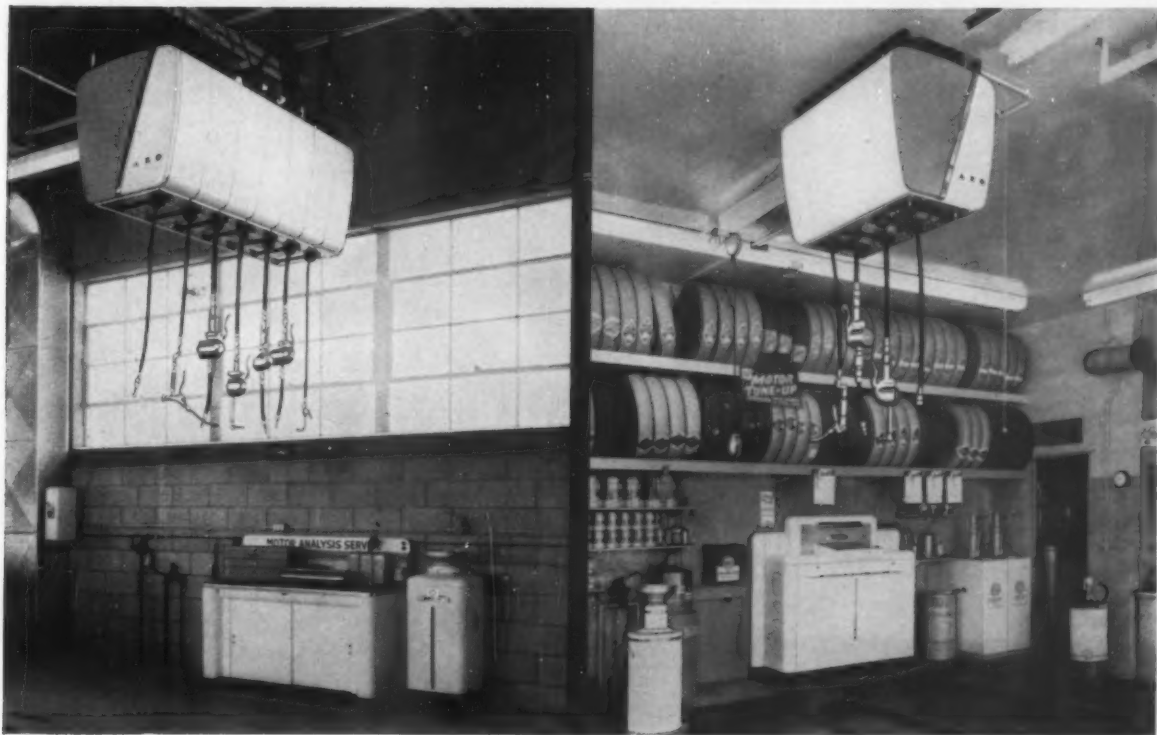
EQUIPMENT FOR INDUSTRY, GOVERNMENT, RESEARCH

STORM-VULCAN, Inc.

2225 BURBANK STREET • DALLAS 19, TEXAS

There's a reason why ...

Take it off the floor Put it on the ceiling



That's the trend—to save space ... increase efficiency ... cut labor costs ... step up profits!

Aro's advanced design and ease of operation make Arolube Service Reels the first choice of profit minded service stations and car

dealers all over America.

Overhead service for chassis, gear, A.T.F., motor oil, air, water and anti-freeze. Use the 36 month warranted AL-207 Aro Pump for overhead power. See your Automotive Wholesaler.

THE ARO EQUIPMENT CORPORATION, GENERAL OFFICES—BRYAN, OHIO

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Aro of California, 3141 S. Grand Ave., Los Angeles 7, Calif. • Aro Equipment of Canada, Ltd., Toronto 15, Ont.
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DEPEND ON



LUBE EQUIPMENT

Automotive — Farm — Industry
Also ... Air Tools ... Aircraft Products
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FIRST BY A COUNTRY MILE!

Ever since Valve Face Grinding Machines were invented, men who had to lay down their hard earned cash, have been comparing and choosing the one they liked best. Today there are more **SIoux Valve Face Grinding Machines** in use throughout the world than all other makes combined.

There can scarcely be any stronger testimony to the superiority of one machine than the overwhelming choice of so many buyers over so long a time. You can buy your **SIoux Valve Face Grinding Machine** with the utmost confidence in your choice.

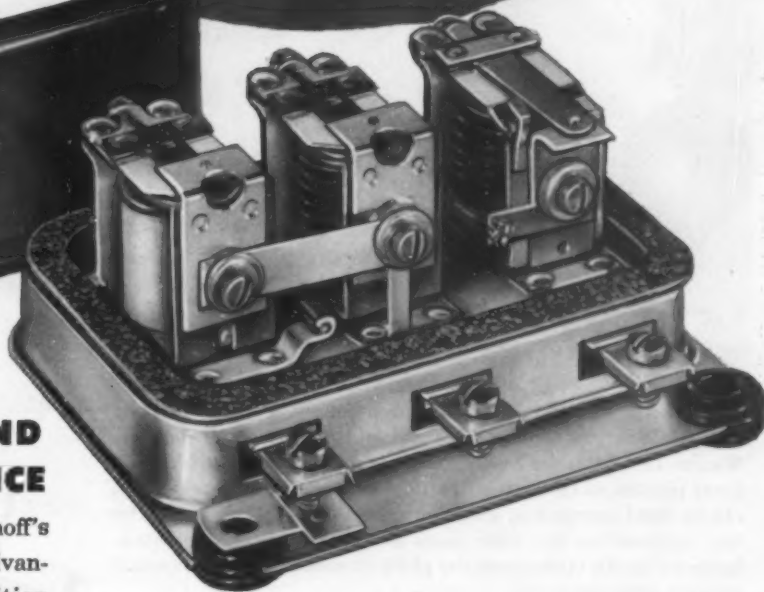


ALBERTSON & CO., INC.

SIoux CITY, IOWA, U. S. A.

ELECTRIC DRILLS • SCREW DRIVERS • SANDERS • GRINDERS • IMPACT WRENCHES • VALVE FACE GRINDING MACHINES • POLISHERS • PORTABLE SAWS • FLEXIBLE SHAFTS • ABRASIVE DISCS

Your eye can see
NIEHOFF
 Superiority



**ENGINEERED
 FOR LONG LIFE AND
 PEAK PERFORMANCE**

● Trained eyes can easily see Niehoff's obvious superiority. The plus advantages that make Niehoff Ignition Parts superior to any on the market. You can install Niehoff Ignition Parts with the knowledge that you are building customer satisfaction and your profits.

● Best of all, there is a Niehoff Systematic Service Stock containing all the ignition parts you need to service all makes and models. A Service Stock custom designed for your own business. Ask your jobber to explain Niehoff's merchandising plan—for more sales—for bigger profits, today!

C. E. NIEHOFF & CO.

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WAREHOUSES

ATLANTA 3, GA., 95 Pine St. N. E.

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DALLAS, TEX., 2715 Main St.

NEW YORK 19, N. Y., 250 W. 54th St.

WEAVER

Super-Giant 40,000-LB. JACK

...the only hydraulic floor jack over 10 tons capacity!

40,000-lb. Capacity



Model WA-85

- Frame High Point... 10 1/4"
- Saddle Low Point... 6 1/2"
- Saddle High Point... 25 1/2"
- Total Lifting Range... 19"

- Length — Frame... 68 1/2"
- Length — Handle... 40"
- Length — Extended 108"
- Width—Widest Point 24 1/2"

Despite its power-packed 20-ton capacity, the WA-85 Super-Giant Jack is a model of handling ease and operating efficiency. Like all Weaver Lo-Hi-Draulic Jacks, it features the time-saving Quick-Lift Lever introduced by Weaver. This Lever, located at base of handle, can be hand operated to speed travel of saddle to load or can be foot operated to lift light loads in cramped quarters. Spring-balanced handle operates on any phase of stroke... stays in vertical position when not in use.

The Weaver Super-Giant Jack rolls smoothly on big roller bearing wheels and casters. Long, low slung frame with triple front wheels reaches under extreme overhangs. Saddle lifts to 25 1/2". Convenient safety lock prevents accidental lowering of load. Safety valve prevents over-loading.

1 1/4, 1 1/2, 2, 4 and 10 ton Weaver Lo-Hi-Draulic Jacks are also available. Consult your Weaver Jobber today or write us for Bulletin SAJ-461.

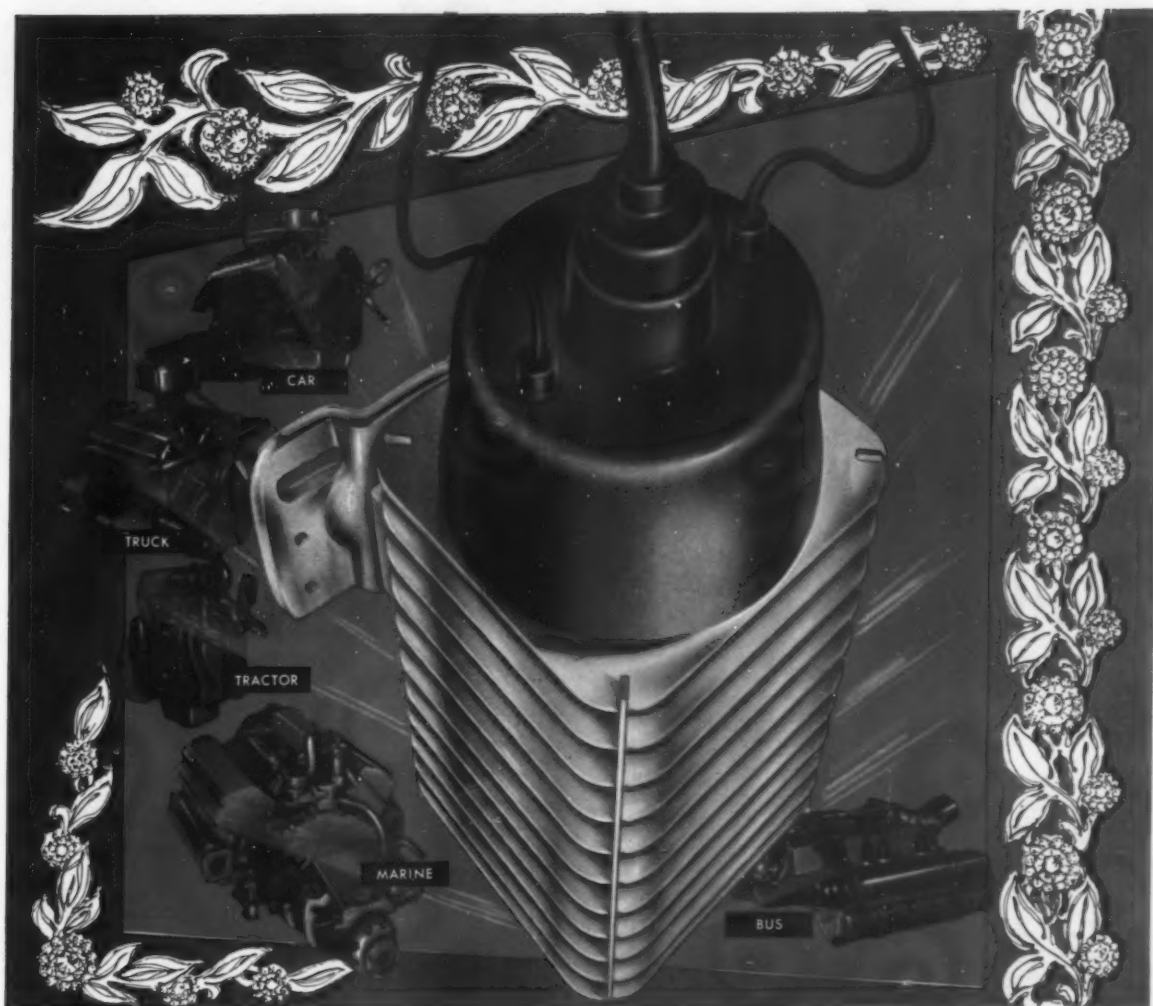


WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

WEAVER

SERVICE SHOP EQUIPMENT

Complete line includes: Twin Post Lifts... Triple Post Lifts... Single Post Roll-on, Free-Wheel and Frame Type Lifts... Unit Lifts... Bumper Lift... Car Washers... Wheel Alignment Equipment... Headlight Testers... Brake Testers... Wheel Balancing Equipment... Jacks... Wheel Dollies... and Air Compressors.



every engine deserves the *Crown Jewel* protection of the
new Filko all weather coil!

Here's the heavy duty coil that's built to ignore the weatherman! Unique, "Weather-Guard" neoprene hood with snorkel type leads make it really water-proof Full 173 sq. in. of heat dissipation area defies the hottest weather. Low current draw assures easier frigid-weather starting. In the Crown Jewel tradition, there's extra quality all the way through this tougher, more rugged coil—from extra amounts of copper in the windings (the total is 2 miles!) to its rust-resistant aluminum finished case. Yes, this powerfully-built new Filko All Weather Coil can really take it!

- Completely weather-proofed —can't short out!
- 5 times the heat-dissipation of conventional coils lengthens life!
- Low current draw for quicker cold weather starting!

Send for catalog

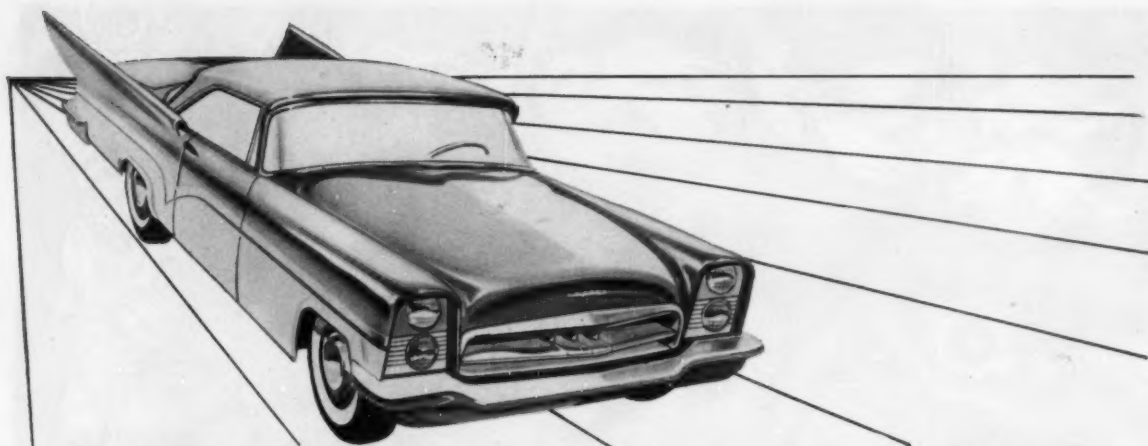
the Crown Jewels of Ignition

F. & B. Mfg. Co., 4248 W. Chicago Ave., Chicago 51, Ill.

Warehouses in Los Angeles, Oakland, Miami, Fort Worth, New York, Boston, Atlanta, Cleveland, Lubbock, Little Rock, Philadelphia, Kansas City



G-115



Boost your body shop business 25% with the new 1957 DOOF PROGRAM!

Sell 4-D Styling . . . DOOF Program helps you!

Look at the selling tools
you get **FREE!**



Business-building mailers, wall charts, window streamers, newspaper and radio material—all to get customers into your shop . . . to sell the need for top-quality refinish work!



Profit-building shop selling manual, with tips on color styling . . . "selling up" . . . increasing shop business. You capitalize on the one car in every four that needs body refinishing by being able to sell more profitable paint and restyling jobs!

Build more year-round refinish business . . . greater dollar volume for your service department . . . with "4-D" Styling!

DOOF—3M's famous Dents Out Of Fenders program—is designed to help you build more refinish business . . . build greater dollar volume for your service department . . . by pinpointing your shop for quality work.

1957 DOOF FEATURES 4-DIMENSIONAL STYLING!






This year, DOOF gives you a new sales tool to work with: *Futurizing* older cars with 4-Dimensional styling to make them look LONGER, LOWER, WIDER, BOLDER! You get everything you need with the 1957 DOOF Program!

BUILDS YOUR BUSINESS YEAR-ROUND!

By establishing the quality of work done in your shop . . . and publicizing the fact that your men are refinishing artists, DOOF educates customers to the superior quality of your work—helps you profit all year long!

TIE IN TO CASH IN!

Ask your 3M Sales Representative for details on the big 1957 DOOF-Month Program featuring 4-D Styling. Or, write direct to: 3M Co., St. Paul 6, Minn. Dept. GI-57. But do it today!

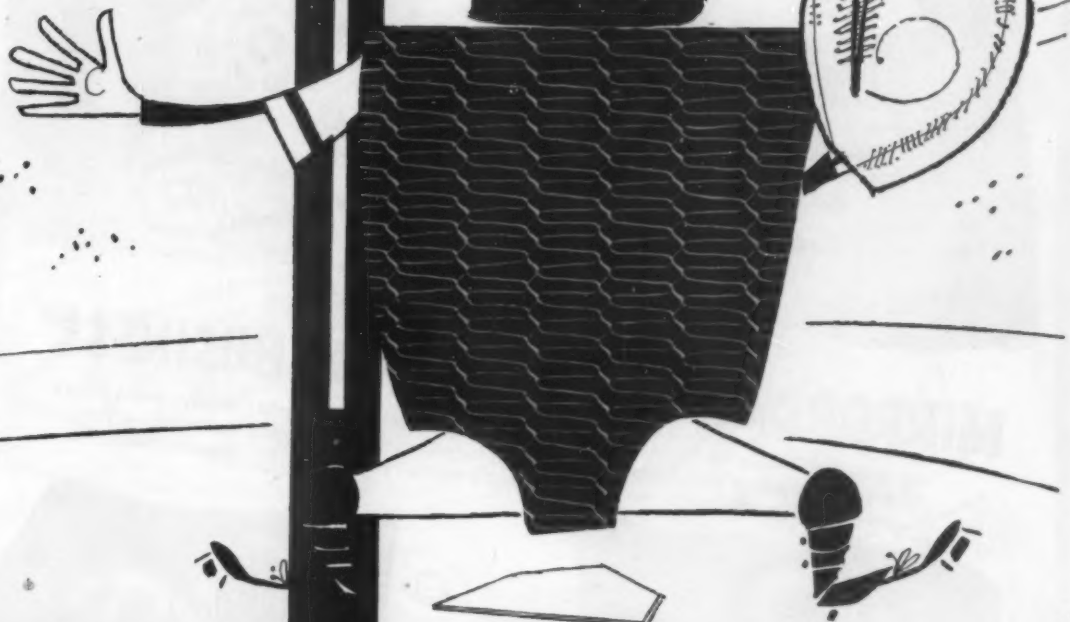
One  out of every four    
cars that come into your shop needs body refinishing!

3M Automotive Products
3M Brand Abrasives and Adhesives
"SCOTCH" BRAND TAPES



The terms "3M" and "SCOTCH" are registered trademarks of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

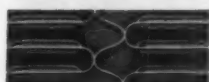
WHAT'S THE CORE SCORE ?



HARRISON LEADS IN QUALITY, DESIGN, AVAILABILITY, MARKET!

Here's the hot-selling team in the engine-cooling league! It's Harrison's reliable radiator core replacement line . . . the only one with "Whirl-Cool" design! Special louvered construction of the air centers gives faster, finer cooling. What's more, Harrison cores are 100-percent solder-bonded . . . sealed securely for structural strength and maximum heat dissipation. Better still, there's a ready-made market ready and waiting for you. Nearly half the cars that pass your door are equipped with Harrison cores. Order your supply now from your nearby United Motors Service distributor or branch warehouse.

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N. Y.



CELLULAR



TUBE-AND-CENTER



FIN-AND-TUBE

TEMPERATURES

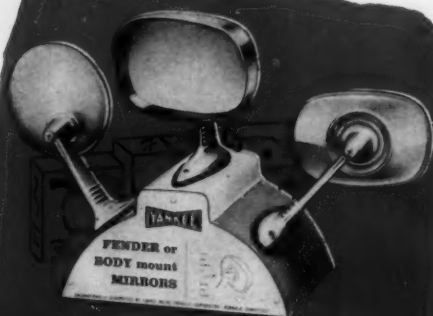


MADE

TO

ORDER

HARRISON



**YANKEE #11-3
"PROFITMAKER" MERCHANDISER**
(complete "mirror department")

3 various Yankee fender- or body-mounting mirrors (#533 4", "round, #526 3 1/2" x 5 1/2" oblong view, and #536 3 1/2" x 5 1/2" oblong) on colorful metal display plus attractively packaged back-up stock of one of each mirror. Display is FREE — you pay only for the six mirrors.

**YANKEE #0550
"DART" MERCHANDISER KIT**

Handsome new right-styled Dart mirror (#550) on heavy-gauge metal display—plus two more Dart mirrors individually packaged as a back-up stock. Display is FREE.



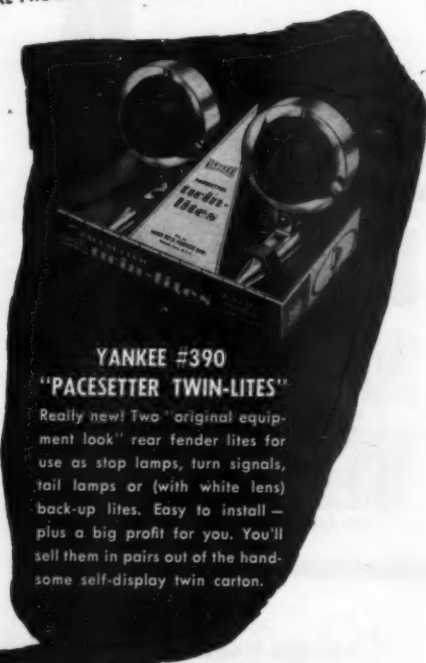
MIRRORS CAN BE EASY "PLUS BUSINESS"

... when they're made by Yankee (world's largest), and merchandised on Yankee displays (world's best). Take a good look at these four profit opportunities for you ... and then see your Yankee jobber — or write for catalog and name of your jobber to YANKEE METAL PRODUCTS CORP., Norwalk, Connecticut.



**YANKEE #0520
"VUE-MASTER" MIRROR DISPLAY**

Excitingly new "low-look" #520 Vue-Master mirror on colorful FREE display.



**YANKEE #390
"PACESETTER TWIN-LITES"**

Really new! Two "original equipment look" rear fender lites for use as stop lamps, turn signals, tail lamps or (with white lens) back-up lites. Easy to install — plus a big profit for you. You'll sell them in pairs out of the handsome self-display twin carton.

For easy "plus business"... make it



mIRRORS and safety lighting

What makes customers come back for more?



They'll all come back if you give 'em the best. When it's a bearing job... *just tell 'em it's TIMKEN!*

A free pressing service might bring 'em in when their pants get a little baggy. But when it's car repairs they want, a better way to keep customers coming back is to give them the best in workmanship and replacement parts.

When it comes to bearings, just tell 'em you use Timken® tapered roller

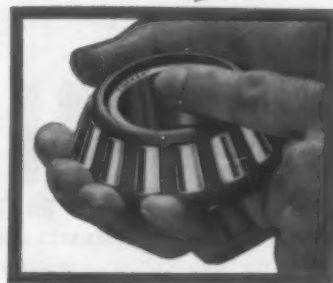
bearings. It's the one name they know means quality. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario.

TIMKEN

TRADE-MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL AND THRUST —(O)— LOADS OR ANY COMBINATION —*



"AND WHILE YOU'RE HERE LET'S LOOK AT THE BRAKES"



Ask them to let you **P-L-S**

Pull a wheel **L**ook at the brakes **S**how them what's needed

**It's the One Sure Way to Get More
Profitable Brake Business**

Don't wait until they ask you to "fix" the brakes. Most car owners will be glad to let you pull a wheel for the protection of their life and for their safety.

If a reline is needed, don't spoil your own good work by using inferior linings—install genuine Grey-Rock Balanced Braksets, the linings with the difference you can see, show and sell!

See the new Grey-Rock Brake Service movie. Experts say it's the best film on brake service ever made.

Ask your Grey-Rock jobber about the new P-L-S Plan. He has facts and figures to prove it can make more money for you.

Only

Grey-Rock makes

BALANCED BRAKSET LININGS

BALANCED BRAKSETS • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.



RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Mechanical Packings • Asbestos Textiles • Industrial Rubber
Sintered Metal Products • Engineered Plastics • Rubber Covered Equipment • Abrasive and Diamond Wheels • Laundry Pads and Covers • Bowling Balls
Industrial Adhesives



SEE the difference. Distinctive Grey-Rock brake linings look different—are different. You can see it in the many different types of linings Grey-Rock combines in sets engineered to give balanced brake action and longer lining life.



SHOW the difference in distinctive Grey-Rock woven and molded combinations. Where used, they provide far better brake action than molded linings alone. In other Grey-Rock sets, all-molded types give best results.



SELL the difference. When you can see and show the difference, you can sell the difference. Explain how different shoes, even in the same brake, do different work, and why different types of lining are necessary for balanced brake action and long wear.

Consistently advertised
in
The Saturday Evening

POST

**MAY
1957**



He Doctors Soreheads

THE sorehead problem is handled a bit differently by R. Thornton Scott, Oklahoma City Chevrolet dealer.

In more polite language, a sorehead is a somewhat disgruntled former customer of the service department. He is disgruntled, obviously, because he hasn't been in for six months.

Many dealerships use the return-postcard plan of soliciting brickbats and bouquets and many of them use a tailor-made factory approach. Not Scott. He doesn't use any kind of promotion that is factory-produced.

Scott composes his own letters and personally signs them, generally about 150 each month. Not all at one time, of course, but as the cards of absentees from the service department pop up, the letters go out. In substance they say, "Tell us what's wrong" and "come on back."

**By Baron Creager
Southwestern Editor**

There is a standing order that the returning postcards, regardless of what the correspondent writes, go first to Scott. He likes to read them. Many times his remaining hair curls as a result of what former customers tell him about how lousy his service department really is.

"I get some dingers," he says, chuckling, "but I like to read them. It does me good. Takes me down some in my own estimation. But one reason I like to read them is, I want to size up the complaint. It is entirely possible that we have been at fault. The extreme cases I want followed up closely. We have found that we have been at fault and those are the ones I am interested in."

Among the cards, of course, are

a lot of bouquets. Scott reads them, but pays them scant attention. He has a keener eye for the complaints, even if it does turn out the customer is generally wrong.

After the cards come back, what happens? Does Scott personally contact the sorehead? He does not. Why?

"Because," he says, "I am the top dog in this outfit. I've been in civic work and I'm fairly well known. The man who wrote the complaint might back down completely and pull his punches if he talked to me, the owner.

"So I turn the cards over to Roy Fisher, service manager. He calls the disgruntled former customer. Roy is just a hired hand and, believe me, they will talk to him. And how! They will let down their hair and give it to him from both barrels.

"Thereafter, Roy does what the

50% of the disgruntled service customers become friends again by his campaign.



Service Manager Roy Fisher does the "dirty work" on the phone because, says the boss, "They'll talk up to a hired hand but hardly ever to me!"

situation calls for. In some cases, the former customer is so mad, for some reason or other, he is beyond salvage and almost beyond talking with. Sometimes the customer who has stayed away is dead, or has moved. But where we can we get them to bring in the car, especially if it seems there is a chance we were at fault.

"And you know what? In a lot of cases, where a customer doesn't have a real serious kick, he's likely to be the first one here next morning, waiting for the door to open. Why? Because somebody called him. He had a chance to make his speech—get it off his chest. That's all that was needed to get him back as a service customer."

Scott says his dealership salvages half the apparently departed customers by this procedure. Once a dealership gets a man to say he will come back, he will. He has to back up his statement, Scott points out.

Sometimes there are mitigating circumstances. An owner will move, be 12 miles away and, consequently, won't drive 12 miles for a lube or wash job.

"Just so he thinks of us on major work or a trade," says Scott.

Sometimes, too, a disgruntled owner will try another shop, become even more disgruntled and, therefore, be in a mood receptive to come-back talk.

"In many, many cases those postcards coming back are real hot," Scott concedes. "That is because they tell the truth, at least from the owner's viewpoint, and

if the truth is what hurts me as a dealer, I want to correct the situation.

"A lot of dealers are afraid to ask for the truth. If you're afraid of the truth, don't write, 'cause they'll sure tell you."

Civic work? Well, as chairman, Scott led the Oklahoma City United Fund to success in 1955 and '56. For several years he has provided a new station wagon for the Oklahoma Medical Research Foundation and has given a station wagon to Goodwill Industries. He has been Shrine Circus chairman, trustee of India Temple, is a past potentate and 33rd degree Mason.

He is director of the Better Busi-

Out of His System Out of His Mind

One way to salve customers' hurt feelings is to let them talk it out of their system.

This Oklahoman keeps a steady flow of "invitations" going to his slow-to-return shop trade, asking them to report why they haven't been shadowing his door.

ness Bureau and Retailers Association and is past president of both. He also served as president of both the Oklahoma City and Oklahoma dealer associations and for the third year was elected president of the Knife and Fork Club.

For these activities he was honored with the Sertoma club "Service to Mankind" award for '56 with the presentation being made by Governor Raymond Gary. R. C. Howard, awards chairman, said Scott was perfect for the award because his activities for helping others were so quietly executed that he went virtually unrecognized.

Every other year Scott does another chore. The convention of the Oklahoma Automobile Dealers Association convenes, annually in the fall, either in Oklahoma City or Tulsa. When in Oklahoma City, it is a foregone conclusion that "Scotty" will serve as general convention chairman, dovetailing all details.

This year he rests. The convention is scheduled for Tulsa.

The replies to the special letters prepared by Chevrolet Dealer Scott come back on this well-known, postage-free postcard. Bouquets get little attention, but the "scorchers" bring quick contact with customers.

DEAR MR. SCOTT:	
Here is the information you requested:	
I still own a Chevrolet _____ Model _____ Year _____	
I no longer own a Chevrolet _____	
I own a 19 _____ Model _____ (Kind of Car) _____	
The last time I was in for service I considered the work performed as Good () Fair () Poor ()	
Remarks _____	
Name _____	
Address _____	

Meet a Garageman Who Can't "Garage"

"Pop" Mayfield, one of the best known shop operators in the Southwest, is retiring as the climax of a lively career well spent.



By Baron Creager
Southwestern Editor

IN LITTLE Rock, Ark., some years ago, a car turned off busy Broadway and into the Mayfield Garage, where the driver dismounted and was greeted by the owner, William R. "Pop" Mayfield.

It turned out that this motorist was, like nearly all other car owners, in a great big hurry for a rather minor adjustment or repair, which would enable him to be on his way without the threat of breakdown. Although what he wanted was minor, as garage repairs go, still it was mechanical and "Pop" Mayfield found himself compelled to turn away this customer.

"I'm sorry, mister," Mayfield apologized, "but we just can't do you any good in a hurry. I can tell you where you can get quick service. But right now I don't have a man I can pull off another job."

The customer-in-a-hurry regarded "Pop" and his unsoiled clothing, his unbegrimed fingers and knuckles, and put a question:

"What's the matter with you?" he asked. "Aren't you the boss here?"

"Sure," said "Pop."

"Then why don't you fix it?"

"Mister, I am the boss," "Pop" agreed, "but I just own the place. I barely know the front-end from the rear-end of an automobile. My men do all the work."

And it was true. With 15 years in the business, first in a service station and then in a garage, while the service station was retained, "Pop" Mayfield never did a lick of work on a car. He couldn't.

Nor did he ever make any bones about it. When the Independent

Garage Owners of America was organized in Oklahoma City early in 1955, Mayfield was one of the driving forces in that meeting. In the somewhat unstable post-organization months that followed, Mayfield was a tireless worker and he must have some of the credit for progress of IGOA in the past two years.

Through it all he never pretended to be a mechanic. He proclaimed repeatedly he was a garage owner and operator.

Two years ago Mayfield sold his garage, but has continued to serve Arkansas garage owners as secretary and publisher. He is about to slip out of that activity. Already he has relinquished his directorship in IGOA.

"Pop" says that about the most unusual experiences he had in the garage business were "getting into it and getting out." His experiences in those 15 years were considerable in contrast to life for a period of 14 years as one of the top men in the Arkansas Highway Department.

There "Pop" was chief office engineer at a salary of \$350 a month when the depression came along. Because of budget cuts, they laid him off. Four days later they called him on the phone and said they couldn't get along without him. Would he go back to work for \$200 a month? He would.

But it wasn't too long until "Pop" saw he couldn't spread \$200 thin enough and he quit, for a job

in the resettlement administration. But that branch of the government under Henry Wallace was tinged too much with pink for "Pop," so he got out.

Looking around for something to do, he found a service station for sale and, after some haggling, he bought. That was in 1943, when everything possible was being done to extend the life of tire casings. The service station Mayfield bought included a recapping plant, so he made money.

Then he branched into the garage business, eventually had 15 employees and was the first establishment in Little Rock to keep open 24 hours a day, including the Fourth of July and Christmas. "Pop" recalls:

"Some of the fellows didn't like it, although some of my competitors eventually followed my lead and set up a 24-hour day.

"Although I was criticized for keeping open every day in the year, I had what I consider a good reason. I figured if, by rendering service, I could get a man on his way to Texas, maybe for Christmas with his family, I was doing a real service.

"With me, the idea started when I was on a trip to see my old mother for what proved to be her last Christmas. In Kansas City, on Christmas Day, I ran out of gas and enlisted the aid of the police and fire departments before I found any.

"By that time my wife and I were hungry, yet it was a problem to find a cafe or restaurant open. Finally, we found the place, where

(Continued on page 110)

This Shop

By Ross L. Holman

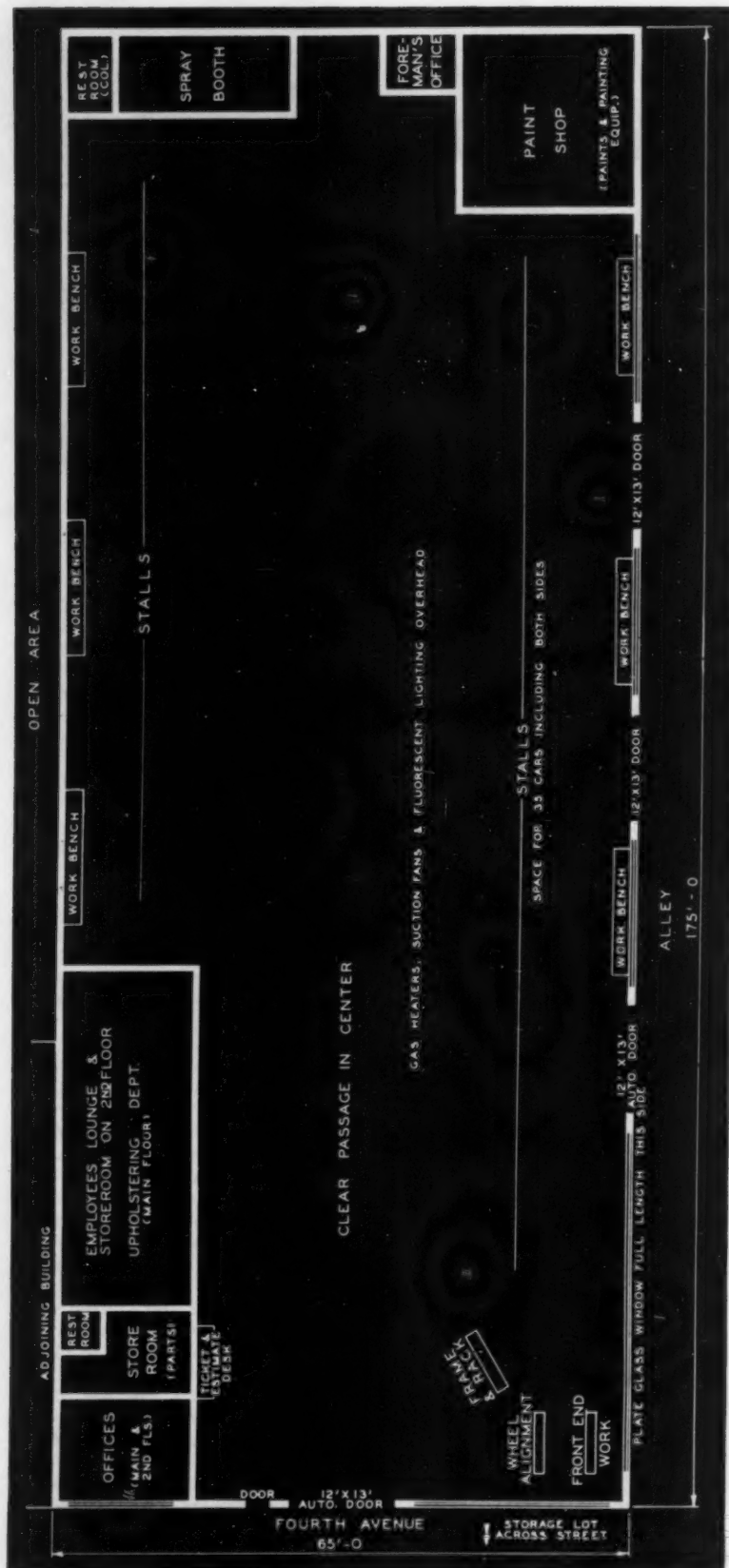
AFTER a garage operator has been receiving "busted-up" cars in the same building for 29 years and reconverting them to that new look, he's had time enough to dream up the best way to do it. The result resembles an assembly line in many ways.

After all these years of learning better ways to do a better job, Vogely & Todd has a shop plan that has met a rigid test of convenience and economy. Located on Fourth Avenue in Nashville, Tenn., the firm specializes in wrecks. In addition, it does front-end alignment, frame straightening, upholstery, brake work, seat covers, painting and automatic transmission jobs.

Actually Vogely & Todd's operations go back many years before 1928 when the firm moved into the present building. Hence, it had a good idea of the kind of building it wanted. Its history reaches back into the old horse-and-ox-cart days when buggies and wagons were the disabled vehicles. The officials believe theirs is the oldest garage firm of its kind in the South. The second generation of management is now serving the third generation of customers. Al and Louis Todd, sons of the first-generation management, are now the guiding minds of the firm's activities.

The 1928 managers picked out a spacious 65' by 175' rectangular building in order to have room to arrange and rearrange their shop operations to meet changing conditions. They wanted room to space their operations so workers wouldn't bump into each other or step on one another's toes. They have added a convenience here and there as they saw the need or thought of a better way to do it.

By checking the accompanying floor plan one can see why the shop work moves along so smoothly. Suppose you are the customer. You drive up to the front door and honk. The first thing that impresses you is that the door opens automatically by a push-button worked by Al or Louis Todd in the office. This convenience alone has



Duplicated the Assembly Line

saved, over the years, a whale of a lot of somebody's expensive time letting people in through a chain-pull door.

Al Todd is at the receiving desk just outside the office door as you drive in. He issues the work ticket in triplicate. He calls the first job worker over his loudspeaker and tells him to take charge. More time is saved in not having to go after him. Over the ensuing hours or days the car passes from one specialist to another until finished, depending on the kind and amount of work to be done.

As you observe the floor plan you will note how well-spaced the different repair work jobs are from each other. Each worker has his own specialized duty. No

Thinking of remodeling or building? Frequently now you'll see articles showing how time-tested plans have proven out successful.

one of them has two jobs. Each stays in his own work area and takes over his part of the car work as the vehicle is passed to him.

Al said this departmentized system saves a lot of confusion and lost motion — something like an assembly line.

The automatic front door is 13' high and 12' wide. This is spacious enough to let in any size vehicle for work. Three more doors the same size are spaced along the long side.

"These three exit doors make it mighty easy to move a car out into the alley from any part of the building," said Al. "There's room in here to line 35 cars along both sides and have a clear passage-way in the center. No valuable worker time has to be lost in backing, twisting and getting cars out of the way so one can get out the door. The exit door most often used is also automatic. If a finished car is turned over to the owner, the mechanic can save more time by merely pressing the button from his stall and letting him out."

At his own workbench along the wall each mechanic can give

the car his specialized service. To handle these special services are painters, sheet metal workers, mechanics and upholsterers. There is also a porter for clean-up work. Each worker has his own mobile cabinet of small tools and whatever larger tools are needed.

At the right-hand corner where front-end work, etc., takes place is the pit for under-car work. In the far right-hand corner, where the paint department is situated, wall shelves hold every variety of color and paint ingredient to meet any color need. The foreman's office in the rear can be contacted any time by the front office through the loudspeaker. If a phone call comes into the front office for the foreman or any other worker, the loudspeaker summons him to a phone set near his work area.

The compressor is placed on top of the colored rest room to save floor space.

"With this shop arrangement we have systematized our operations to where they reduce lost motion to the lowest possible minimum," Al explained. "Naturally every hour saved reduces our payroll cost that much."

"Take, for example, a collision car that comes in with broken windshield, battered doors, frames and other damage. One of us estimates damage and writes out the

tickets in triplicate. The car is turned over to the upholstery and glass man who strips it and otherwise makes it ready for the metal man.

"The metal man repairs metal work and fits glass. The painter takes over and paints damaged parts. It then goes back to the upholstery man who installs windshield and does whatever upholstery work is needed.

"Lastly, the paint shop helps polish the new paint work, clean and get the car ready for the owner.

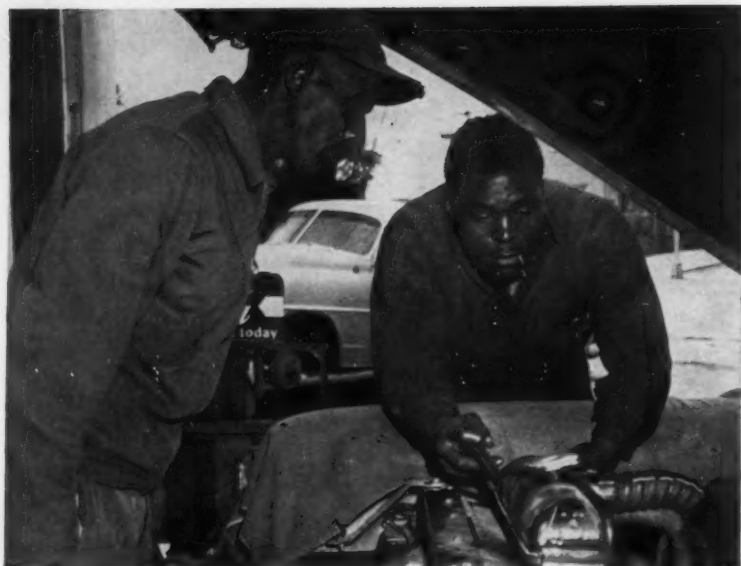
"As soon as each specialized worker takes over, he punches in on the job and when he passes it on to the next man he punches out. This gives me an accurate check on payroll time. There's no confusion over how many worked at any given time. Each man stays off the car until it is turned over to him. By this system I can tell almost exactly the total repair cost."

Another innovation that speeds up work and cuts down on wasted time is the office arrangement. The office has a loft section, in which Mrs. Mary Price, sister of the Todds, can carry on her work as bookkeeper undisturbed.

Before moving her activities from the lower floor, much of her
(Continued on page 114)

Rebuilding wrecks has been streamlined in this plant, first occupied in 1928, to the point that every penny of expense can be kept track of as each repair order moves from workbench to workbench in the process.





The lubrication man can often spot waiting, and needed, profitable jobs.

Lube-Rack Inspections Aid Repair Volume 25%

IF YOU look and listen to every car pulling up to the pumps, you are bound to catch some defect or worn part that needs replacement — some performance that needs correction.

Is the engine idling rough?

Are the tires worn unevenly?

Is there a cracked radiator hose?

Is the engine dirty?

Brake pedal soft?

It is easy to let a car roll into the driveway and fill it up without giving it more than a passing glance. But that does not contribute to the sound health of your operation — nor does it build friends for the station. A business grows only in direct relation to the alertness of its attendants.

We give a car the real once-over when it is on the lubrication rack. We check shock absorbers, worn mufflers, worn tires and wheel alignment. Radiator hoses, fan belts and brake fluid level are checked. We check batteries and sometimes make a battery sale. Testing the engine, we may get a tune-up job or engine repairs. A ring job or valve refacing job

may result, or oil leak be discovered. A clutch repair or automatic transmission may need adjustment.

We have a routine procedure that leaves no vital point in the chassis or motor unchecked. Front lower and upper control arms, rear lower and upper control arms, front wheel bearings, kingpins, tie-rods and steering column gearshaft are approached one by one in sequence.

We continue through exhaust system, rear axle, generator, distributor, clutch and brake pedal shaft, solenoid linkage, steering connecting rod, steering idler and third arm, etc.

About 25% of our repair volume comes from the lube rack. I would say we do about 60 lubrication jobs a month, some 700-plus a year. A lubrication very often means an oil change with it. It frequently means the sale of transmission oil. In an operation that yields an over-all gross annually of better than \$40,000, the lube rack becomes a very important source of revenue.

Therefore, the No. 1 problem is

—By—
CHARLES WATKINS

Owner, Watkins Service Center
Washington, D. C.

to keep cars coming for lubrications. We have found two approaches successful in raising lube volume 50% in the last six months over the prior period. First, public education in our contact with the neighborhood, and handbills left on doorsteps. Monthly direct mail has helped, too.

In talking to our neighborhood customers we tell them why it is important to lubricate chassis and engine every 1,000 miles. Friction, the wearing of metal on metal, may damage parts and ruin car operation. Bad weather conditions like rain and snowstorms, driving and splashing through deep puddles, wash out the grease. Driving over dusty roads may necessitate a lubrication earlier than 1,000 miles. For good car operation, for preventive maintenance and lower car bills, and also greater driving satisfaction, a car must be kept lubricated, we tell our customers.

Any garage or station operator must keep in mind the income level of the neighborhood he is working in. Since we are located in a lower-income area, we find it advisable to put on occasional specials at good competitive prices. We promote these by handbill, about 1,000 distributed at a time from door to door. Over the past year we may have had some 20 distributions, usually on holidays like July 4, Washington's Birthday, Labor Day, etc.

Some of these are lubrications, others for automatic transmissions, motor tune-ups, clutch and transmission repairs, brake work — depending on the service we want to build up at the time. We get about a 17% response on handbills.

When customers leave their cars for lubrications, we tell them a complete inspection takes place during lubrication. We inform them that we will notify them of worn or broken parts that may need replacement, or repair work their cars may need. We remind them an estimate will go with the information. As a further reminder, we place a card of needed repair work in the driver's seat.

It is the added repair volume coming off the lube rack that
(Continued on page 90)



This service station-garage and a food supermarket use the same driveway, with bigger volume for the former.

It's Proving to Be a Happy Marriage!

Supermarket Area and Garage Click

THE service station and automotive repair shop that locates right next to a food supermarket in a shopping center pulls on a tremendous turnover of daily shoppers.

There may be a department store in the center, drug and variety chain stores, specialty shops, restaurants and any number of other retail outlets for customer services, but even collectively they do not furnish the vast steady day-by-day stream of traffic of the supermarket on which a gas station always flourishes.

How do I know?

The best barometer any service station has is its gasoline - gallonage sales, as every operator knows. We are located on a main artery from a housing development and integrated with the shopping center. We share a common driveway with one of the giant food chains. The dramatic upsurge in gas sales we had came with the opening of the food supermarket.

By January '56, a year after the opening nearby of a department store, we

By HARRY SIMMS

**Owner, Langley Gulf Service Center
Langley Park, Md.**

were doing 22,000 gallons of gas a month, having increased by 1,000 gallons monthly over the previous 12-month period. By April '56 we went up to 25,000 gallons. But in May '56, with the opening of the adjacent supermarket, we jumped to 36,000 gallons. The climb has been spectacularly upward and in January '57 we hit 43,000. As of this moment we are moving to-

ward 45,000, of which we are proud.

Now it is true that the color, music and beautiful displays of merchandise of a shopping center play their role in luring young families here for daily adventure. But the supermarket is the chariot of compulsion. However, it is not the presence of traffic alone nor even of advantageous location that makes a service station and repair shop grow. It is how a service station avails itself of its opportunities.

At the top of the list I would put a station's appearance. Not alone because gleaming white porcelain front, scrubbed driveways and modern equipment make a good impression on customers and are confidence - builders, but because these are the spokesmen for high morale of the personnel and entire operation. To a customer they spell efficiency, knowhow and dependability.

We occupy a lot of about 40,000 square feet, with a 30' by 75' building comprising the Motor Clinic, salesroom and storage (Cont'd. on pg. 134)

Motor testing and analyzing equipment is handled by Marvin D. Weaver (below), Motor Clinic manager. Author appears above.



STATEMENT

STANDARD PONTIAC, INC.
1111 BALTIMORE BOULEVARD
COLLEGE PARK, MARYLAND
Appleton 7-4282

Mr. John Doe
4200 Riverside Drive
College Park, Maryland.

PLEASE RETURN THIS STUB WITH YOUR CHECK

DATE	REFERENCE	CHARGES	CREDITS	BALANCE
BALANCE FORWARDED				
NOV 15-	270.00	21.00		21.00 *
NOV 5-	16.00		21.00	.00 *
NOV 12-	275.01	19.50		19.50 *
NOV 23-	17.05		10.00	9.50 *

STANDARD PONTIAC, Inc.

LAST AMOUNT IN THIS COLUMN IS BALANCE DUE.

LEDGER

NAME DOE, John
ADDRESS 4200 Riverside Drive
College Park, Maryland
RATING A
CREDIT LIMIT \$ 100.00

DATE	REFERENCE	CHARGES	CREDITS	BALANCE
BALANCE FORWARDED				
NOV 15-	270.00	21.00		21.00 *
NOV 5-	16.00		21.00	.00 *
NOV 12-	275.01	19.50		19.50 *
NOV 23-	17.05		10.00	9.50 *

FORM 50-1-100 (100 PAPER STOCK)
FORM 50-1-100 (100 PAPER STOCK)

In a single machine operation, the customer's statement and ledger are posted, while the machine automatically provides new balances and simultaneously verifies each line as posting operation is complete.

Machine Accounting: A Dealer's Bonanza with Speed and Accuracy to Boot

INTRODUCTION of mechanized accounting has enabled our office staff to keep rapid pace with the volume of business turned in by our sales and service departments. And speed, accuracy and economy are our top benefits since we streamlined our record work in June 1956.

Current, detailed figures on day-to-day business activity produced by our new methods have become invaluable to management, particularly during periods of keen competition and narrow profits when we require figures to show where each cent comes from and where it goes.

Standard Pontiac, Inc., has made an impressive start in its short business career. Since its opening in August 1954, the firm has concentrated on an aggressive sales program and led Pontiac sales on the East Coast in the 1955-model year. It is located on busy U. S. 1 near the University of Maryland. With 70 employees, its modern shop is open 18 hours a day to handle the business volume.

By **EDWARD FRIEDSON**
President, Standard Pontiac, Inc.
College Park, Md.

Shortly after the outset of our business, we realized that record hand-posting was a too-slow procedure to handle our business demands. We sought a system to reflect our entire business picture at all times, while yet minimizing office operating costs. In June '56, after investigating various systems and equipment, we purchased a Burroughs Sensimatic accounting machine with 19-total capacity, placing most of our accounting work under machine control.

Key to our procedures are the following machine-posted journals:

- 1.—Parts, accessories and service sales.
 - 2.—Internal sales.
 - 3.—Used cars.
 - 4.—New cars.
 - 5.—Expense purchase.
 - 6.—Car purchase.
 - 7.—Cash disbursement.
- Other applications now mechan-

ized include accounts receivable and payroll.

A single machine operator now completes all journalizing and accounts receivable postings in five hours each day.

One of the greatest time-savers in our new system is detailed journalizing. The machine operator merely lists distributions to each journal column from parts orders, repair orders, internal repair orders, new- or used-car sales invoices or incoming invoices for purchases. Totals for these columns accumulate in the machine and are automatically printed on the journal bottom at the end of the posting run, with a grand total of all journal postings also provided. Each posting time is automatically proved as made, insuring accuracy in our postings.

Briefly, here is how our system works for the service department:

Once a customer has had his car serviced, a copy of the repair order is forwarded to the accounting department. Here, the operator distributes sales to the parts, ac-

Totals on gross pay and tax deductions now make preparation of government forms little more than

A black and white photograph showing a man and a woman in an office. The woman is seated at a desk, operating a typewriter. The man stands behind her, looking down at the machine. In the background, there is a large, dark filing cabinet with many drawers. The scene is lit with soft, indoor lighting.

By maintaining current totals on
(Continued on page 108)

costs and income. This journalizing can be done quickly and accurately under the machine control.

[illegible]

His Washer Rinses Away the Overhead

A CAR washer is flushing away a lot of overhead and leaving a healthy deposit of profit at a service station in North Carolina.

Look at these figures for a typical period cited by David Thacker of Thacker Sinclair Service Station, Burlington:

Week of March 4-March 10: 23 washes (@ \$1.75) for gross profit of \$40.25.

Week of March 11-March 17: 45 washes for \$78.75, less \$6 for extra labor, leaving a gross of \$72.75.

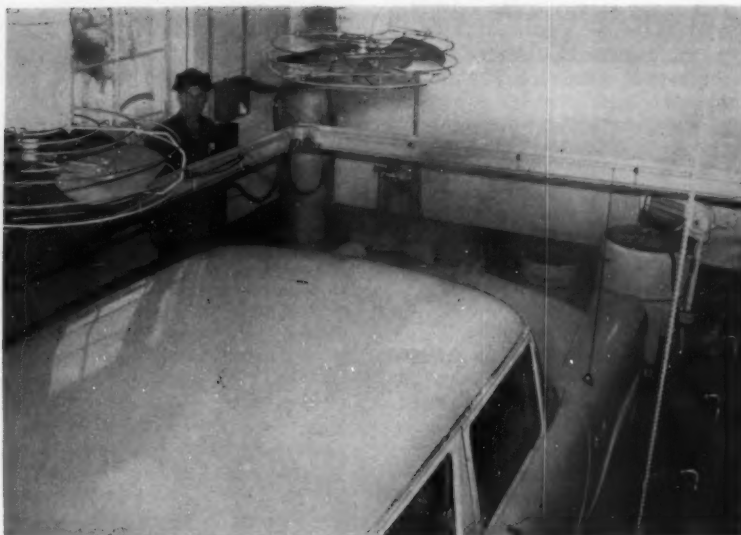
Said Thacker, who has been keeping close records "as I don't buy anything that won't pay for itself pretty quickly:"

"My water bill has never exceeded \$8.65 for one month, including rest rooms and washing down the apron and other normal uses. The soap-wax material used in our washer runs about 2¢ a job, so you can see why I'm so happy with my washer.

"You might say I never put a penny in the washer, because I decided last September when I bought it that if it didn't pay for itself, then I didn't want it."

Here are his figures for the first two weeks after it was installed in his bay:

Sept. 15—31 washes.



Careful records of every wash job and the profit have been kept by David Thacker, shown here. What do they show? "I couldn't be in business at a profit if it were not for my washer," he said. The overhead fans speed up the drying. Wax-water-soap solution is sprayed from the rectangular boom which lowers and raises automatically, and later a rinse spray follows hand-brushing of dirt and grime from the vehicle.

Sept. 17— 5.

Sept. 18— 4.

Sept. 19— 7.

Sept. 20—15.

Sept. 21—17.

Sept. 22—31.

Sept. 26— 1 (rain).

Sept. 27— rain.

Sept. 28— 7.

Sept. 29—23.

34 washes.

Consider some succeeding weeks:
Sept. 30-Oct. 6 — \$80.50 from washes, with labor running \$52.50 and leaving profit of \$28.

Oct. 7-Oct. 13 — \$173.25, with labor running \$68, leaving profit of \$105.25.

For the first four weeks, in which rain figured heavily for one week, profit — after labor deductions — amounted to \$242.75, which was slightly above the down payment of \$241.88 on the equip-

(Continued on page 136)

110 washes.

These, at \$1.75 each, brought in \$192.50. Extra labor — people employed on an hourly basis on weekends when they're not working in the textile mills and yet when the washing business usually is greatest — ran up to \$83, leaving a profit of \$109.50, minus a few dollars for materials and water.

Sept. 24— 2.

Sept. 25— 1 (rain).

Washer was installed in bay at left in this neighborhood service station.





Here is how this dent will be taken care of, Service Manager Joseph Patton points out. Customer holds a handbill of an estimate left in his parked car earlier by a representative.



Accessories are pushed, too, in order to hike gross profits in the shop. The advantages of a side mirror for safer driving are talked up here by the service manager to this prospect.

Adds Up to More Profits

THERE is no secret about the way to increase profit of a dealership, or any department within a dealership—*increase sales and reduce expenses.*

There are many methods of doing this, but to help in its accomplishment we try to measure the performance of department managers by gross profit rather than pure sales volume. This approach requires that they build up sales volume without neglecting the constant aim of not allowing the added gross profit to be eaten up by expenses.

Increasing business volume must offset rising operating costs; it must help reduce unabsorbed overhead. The only way to get more business, the kind of business that spells increased gross profit, is by working harder.

Working harder to us means doing the things that we know should be done but neglect to do. Calling more customers by telephone, reminding customers of needed services by postcard, dropping handbills in cars, pointing out to a customer in our personal contact that his car needs an accessory, part or service—these build volume.

The greater the number of contacts, the more consistently you hit customers, the greater the amount of business you draw. If you sit back and wait for business to come in, you will get only what

By DANIEL H. GREAR
Co-Partner, Moore-Greear Co.
(Ford and Lincoln-Mercury)
Chevy Chase, Md.

would automatically be yours from new-car buyers.

However, in order to get your organization to work harder, you must provide a stimulus. You must offer some incentive commensurate with the extra push it will take to get the gross profit increase you are shooting for. For example, one solution we recently used was a two-month contest during the low-volume period of December and January, with a series of five cash awards ranging from \$600 down to \$100.

These cash prizes were to be paid to service and parts managers in the top five of our 14 participating dealerships with the greatest percentage of increase in gross profit over their quotas. (Our 14 dealerships are located in the Northeast in towns ranging from a 30,000 population to a metropolis. Our dealership farthest north is Rochester, N. Y., and farthest south Hamilton, O.) A quota for each dealership was determined by finding the average monthly service and parts gross profit for the six-month period, April-September, prior to December '56, and adding 15%. Basing our results on gross profit

increase rather than on an increase in sales volume meant holding down overhead, controlling expense in obtaining and exceeding a quota. Accomplishment would mean solid gains.

Our results were very gratifying. Ten of the 14 participating dealerships were with our organization during the winter of '55-'56, providing us with comparative figures. Total parts and service gross profit in those dealerships in the two-month contest period was \$23,000 higher than in the comparable months in the previous year. Another gauge of the success of the contest was the increase of business during the two months. A year ago, total parts and service gross profit decreased from December '55 to January '56 by \$11,609. During the contest the total gross profit in January '57 was \$37,394 higher than in December '56.

An example of the impetus given business volume by the contest may be gathered from the figures of one dealership where gross profit for December '56 was \$15,878, for January '57 \$22,434. Compare this with December '55 gross profit in parts and service volume of \$12,773 for the same operation, and with \$10,444 for January '56, showing a total gain of \$15,105 in gross profit for the contest period.

The winning dealership ex-
(Continued on page 136)



SOUTHERN JOBBERS and FACTORY MEN

Shooting Profits "Hot-Shotting"?

Best kind of ad, say some. Best way to sap profit, claim others.

WILL "hot shot" delivery get curtailed in the face of rising overhead or should it be treated—as some wholesalers say—as a fine form of advertising, albeit an expensive one?

Answers poured back in to a questionnaire mailed to 350 jobbers over the South and Southwest last month. Opinions on the subject varied almost to the man, reflecting the fact that in some cities the jobbers have agreed on a certain number of deliveries or that they haven't agreed one jot on anything relating to the subject.

One element did stand out in the answers, however. More wholesalers are calling on their territory men to deliver some merchandise, but where competition has stiffened, more firms have found it necessary to speed up deliveries by adding a truck.

A veteran South Carolinian commented:

"We have two deliveries a day—10:30 a.m. and 2:30 p.m. Shop work is picked up at any time. So far the jobbers keep faith fairly well, but we do have some chisellers. We cannot afford 'hot shot' deliveries."

And one of the best-known wholesalers of the Southeast observed:

"It is my belief that a jobber can advertise successfully only three ways:

"1.—Salesman actually calling on customer.

"2.—'Hot shot' delivery.

"3.—Direct mail.

"We not only have 'hot shot' delivery with pickup trucks in the



A lot of investment—man and machine—to deliver that small item! Said Willis E. Johnson of Noel's Auto Electric Service, Jackson, Miss.: "According to a cost study over a six-month period, it costs us 67¢ for every delivery we make. We could reduce this cost by 50% if we could make just two scheduled deliveries per day." A Fort Myers, Fla., wholesaler said, "The more delivery we give them, the more they want!"

city, we use the large van-type trucks for delivery in all outside territory. This, of course, costs money, but we feel this is advertising that is worthwhile and we can't figure to spend this cost in any other advertising way that would bring anywhere near the return. This 'hot shot' delivery builds good-will with all our customers and saves our having to put in small, one-man branches.

"For example, I trade with a drug store and buy all my drugs there; some months my bill runs high. If I should call this drug store for a small item and they wouldn't cheerfully make the delivery to me, I wouldn't be interested in making larger purchases from them thereafter. This drug store gives me 'hot shot' de-

livery and I do really like it.

"We think 'hot shot' delivery is good advertising, not a costly headache."

Nearly half the replies checked "awful" when asked the situation on 'hot shot' delivery in their areas. An equal number checked "not so bad." The over-all result was that the remainder, less than 20%, checked "not so troublesome."

An interesting fact was that the varying situations were no respecters of the size of cities. Some of the smallest towns were experiencing difficulty and so were some of the largest cities.

Said a Louisiana executive:

"I would like to go into detail just a little about the awful situation that has developed in our city

regarding rush deliveries.

"We have checked into this and find that at least 50% of our rush orders are for either one, two or three pints of paint and they come from customers who do not buy very much from us except colors in paint. By that I mean we do not enjoy very much of their business on staple material, such as thinner, surfacer, blacks, masking tape and other body shop supplies.

"We have begun to screen these orders and do everything possible to give our really good customers priority on rush deliveries, and by so doing we just let these little accounts—although they are important to us—wait their turn on rush deliveries."

"Awful" conditions prevail, said a Mississippian who runs a truck to deliver 80% of the rural territory orders, with salesmen delivering the balance. His city delivery service requires three trucks and drivers. Said he:

"During the war we and other jobbers here established two de-

Said a prominent Texas Pan-handle wholesaler:

"The situation isn't 'awful,' it's filthy! We do not 'hot shot' deliver. This has hurt our volume. However, we feel the delivery expense would not pay to try to maintain some of this volume."

Customers are demanding rush deliveries "more each and every day," said another Texan. He has added branches, salesmen have helped with some deliveries and "at tremendous expense" his company has been operating its delivery trucks in farm territory. He supplemented:

"On city deliveries it is getting to the point where our customers hold a stop watch to tell the length of time it takes to deliver. Beyond that, customers are calling orders to more than one supplier and the one who gets there first gets the order.

"Jobbers must find a way to stop this heavy profit-absorbing expense."

Trouble in Texas

Conditions are equally "awful" along the southeastern Texas Gulf area, said one official. "Some of our competitors have trucks running all day long. Under these conditions there is no reason for our accounts to stock anything. They expect us to 'hot shot' every time they have a job down. We have considered neighborhood branches."

A Fort Myers, Fla., official commented:

"The jobbers in this area give the customers too much and too good delivery service. Therefore the customers are stocking less and ordering as they need it. And when they need it, they need it quickly and ask for 'hot shot' delivery."

"The jobbers in this area started closing Saturday afternoons about a year ago. Very shortly thereafter the customers started stocking more to carry them over the longer weekend. By this you can see that the 'hot shot' delivery service is hurting the jobber and cannot improve.

"The more deliveries we give them, the more they want."

At Washington, D. C., said one jobber, "the situation is not so bad. The increased cost of doing business has forced most jobbers to watch costs. 'Hot shot' delivery is costly and does not pay off."

A past president of the Automotive Wholesalers Association of Alabama admitted that 'hot shot' delivery is "very expensive" and

27 Rushes— 77.5 Miles

"Hot shot" deliveries are "awful" in his area, reported Howard M. Edman of Southwick Automotive, Inc., Topeka, Kan.

"We ran a check for eight days — March 27 to April 5 — and had 27 rushes for total of 77.5 miles.

"This being a slack time of the year in our business, we feel it presents a problem on the basis of a year's business."

"still remains one of our most expensive single items."

A Danville, Va., wholesaler asserted he did not have the answer to the "awful" condition, "but we have quit crying about it and quit worrying about it.

"In fact," he added, "we decided several years ago to run our business on sound, ethical business methods and try to get our competitors to do likewise. We don't believe we are as bad off as lots of other cities—and we may be getting better as costs continue to rise and everyone is forced to be more realistic."

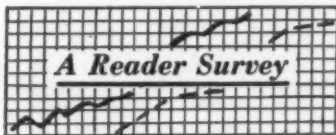
A well-known West Coast Floridian pointed out that conditions vary by localities "such as our own, being strictly a jobber not having any lines to redistribute. We are more concerned about improving our delivery service as the larger jobbers (warehouse distributors) are more interested in selling the small neighborhood stores or servicing their own branches. Therefore, this delivery problem does not concern them as much, but for ourselves to compete with this area where a branch has been established, we are forced to improve our service. We would appreciate someone coming up with an answer to this expensive problem."

Branches have been set up for faster service in some areas.

All full-line jobbers deliver once in the morning and once every afternoon at Roanoke, Va., to minimize the picture there, one wholesaler reported.

Despite pooled deliveries in one Tennessee city, beginning at 9 a.m. and ending at 4 p.m., the situation "is not getting any better," reported one official.

(Continued on page 96)



liveries per day—10 a.m. and 2 p.m.

"After the war several new jobbers opened and apparently thought they could get all the business by offering 'hot shot' delivery service any time for any amount, and this is our situation at present.

"According to a cost study over a six-month period, it costs us 67¢ for every delivery we make. We could reduce this cost by 50% if we could make just two scheduled deliveries per day."

Said an executive of a firm situated in a large Kansas city:

"'Hot shot' deliveries should be entirely eliminated. The automotive wholesaling industry is the only major wholesaling business that sells in retail quantities at wholesale prices and then, to top it all off, makes a 'hot shot' delivery of the item.

"You can't buy one box of aspirin from a wholesale drug house, nor one can of corn from a wholesale grocer.

"Let's cut out this nonsense of 'hot shot' deliveries and really get in the honest-to-God wholesale business!"

Five Possible Steps to Help Combat Low Net Profit Cited by Tennessean

FIVE "conditions within the realm of possibilities" which might help ease the "dangerously low" net profit of around one per cent for wholesalers were listed last month by the new president of the Automotive Wholesalers Association of Tennessee.

"There is certainly one thing that I seem to grow more aware of each meeting that I attend that has to do with the industry we are in," A. M. Downing of Reed-Downing, Inc., Nashville, wrote *SOUTHERN AUTOMOTIVE JOURNAL*, "and that is the urgent need of organization within our forces to attempt to bring that net profit level a little above the dangerously low figure that continues to hover around one per cent.

"In my thinking, these are some conditions within the realm of possibilities that might be brought about to effect this:

"1.—A strong national organization, independent of manufacturers. Within it a capable committee to assist in the organization and growth of state organizations, with this office being assisted financially to some extent by both state and manufacturers' association, not necessarily a large one but enough to let each of these organizations feel that it has a part in the growth.

"2.—A strong manufacturers' association, independent of wholesalers, whose primary objective is to improve all relations with their jobbers, which naturally would include such items as profit structure, advance price changes, freight and many other such problems.

"3.—A strong state organization with encouragement from the other two organizations and national press publications for active committees on problems and anticipated problems and various other phases that are on a state level.

"4.—That local areas have meetings occasionally, not necessarily an organization but on a local level, to help squelch small, unethical operations before they grow to any size. And, not the least important, to preserve and allow to grow the fellowship and understanding between us engaged as competitors that will be a credit to our industry.

"5.—Finally, a steering commit-

tee that would operate out of the offices of the national association and again would receive some financial contribution from both manufacturers' and state associations and whose job it would be to act as more or less a mediator between the manufacturers and their jobbers. For example, if it were found in a particular area that a manufacturer's distribution methods were not in keeping with those in other parts, this problem would be referred to this committee.

"I am certainly of the opinion that all of our problems may not be solved by the above, but even with a great need of technical

schools and trained men for our industry, I am convinced that we should not minimize the importance of effecting modern management and operations in our business.

"In fact, I am saying that plans and procedures used in our operations a few years ago are not necessarily the best today.

"There is certainly a great challenge to all of us concerned to bring our profits structure to a fair level so that we, too, may point with pride to the wages paid our people, rather than looking for ways and means of taking from their hourly rate and number of hours worked."

"We have hired Paul Alden of Enid, Okla., formerly with **Bob Monger** at Ponca City," announced **Miller Auto Supply Co.**, Tulsa, Texas.

Crowning of "Queenie the First" is being re-enacted here with Lee W. Boswell, kneeling, ruffled pinafore and bare calves, surrounded by the wives of Booster friends who are impersonating chorus girls who managed the original function. The scene is Boswell's home on the occasion of the 21st wedding anniversary of Lee and Edwina Boswell.

As part of the floor show following the kick-off banquet before the Southwest Automotive Show at Dallas last month, that oft-repeated, audience-participation dancing contest was organized by the chorus. Contestants called from the audience were Albert Taylor, Automotive Appliance Co., Dallas; Pat Ferchill, Reliable Motor Supply, Longview, Texas, and Herb Gabbert, Gabbert Auto Supply, McAllen, Texas, all wholesalers, and Boswell. Boswell's jitterbugging won, whereupon he was crowned with chorus girls' kisses. All contestants rolled up pants legs and wore pinafores. Banquet attendance was 350.

In this picture, rear, note Mrs. Boswell pretending to threaten some realistic crowning with a rolling pin. Booster wives surrounding Boswell are, standing, clockwise: Mrs. Herb Cree, Mrs. Inez Moroney, Mrs. Paul McKay, Mrs. Boswell, Mrs. J. R. Lawson and Mrs. John Harvey. Kneeling, at left, Mrs. Buddy Hamil, Memphis, Tenn., and, right, Mrs. Sid McClintock and Mrs. W. Frank Russell.

Boswell, longtime southwestern manufacturer's representative and first vice-president of Automotive Booster Club, S. W. No. 4, Dallas, was previously known as Lee "Whispering" Boswell, because of his booming voice. Needless to say, his new name is "Queenie the First."



Sandman Slugs Joe Owens

JOE Owens, owner and operator of the Owens Supply Co., of Enid, Okla., and new first vice-president of the Southwest Automotive Show, was caught in this pose in Dallas last month previous to his election to office. He is im-



mediate past president of the Automotive Wholesalers of Oklahoma.

Stockholders, who are sponsoring jobbers, had been called into a meeting in the little theater at Fair Park, Dallas, near the show site. The meeting was delayed in hopes that more sponsoring jobbers would attend, but only 20 appeared.

Owens said that while waiting he would "relax a little because I am behind in my sleep."

Walker Hires Stanard

Joseph C. Stanard of Kansas City, Mo., has been appointed representative in the Kansas City district for Walker Marketing Corp., Racine, Wis., according to Wayne E. Rapp, vice-president in charge of wholesale sales. Stanard has been a salesman for automotive wholesalers for the past ten years.

Sid Butz Moves to Florida

Sidney Butz and Associates has announced the moving of its main office from Charlotte, N. C., to 238 East Davis Boulevard, Tampa 6, Fla., effective April 1. The manufacturers' representatives organization, established in 1941, covers the Southeast.

Successful Southwest Show Sets Up Plans for Repeat in Dallas in '59

By Baron Creager
Southwestern Editor

WITH less than two days expired in a four-day run of the 14th Southwest Automotive Show in Dallas, April 4 to 7, announcement was made by President Hubert Braden that the 15th show is also scheduled for Dallas in 1959, the dates being April 2 through 5. A tentative contract for use of the Automobile Building in Fair Park has already been signed.

This decision followed three meetings held during the course of the show, all three being convened on Friday, April 4. First the incumbent officers and board members met. This was followed by a meeting of stockholders, in which officers and directors were elected or reelected, then the new board met.

The announcement came before election of officers and made it certain that a Dallas automotive wholesaler would be president, as provided by constitution and by-laws. The new president is Yancy Robertson, of Robertson and King

Motor Supply.

There were contradictory elements involved for, although announced attendance for the most recent show was greatest (25,813) since the last such event in Dallas in 1953, there was a minimum of interest demonstrated in show administration by sponsoring jobbers.

At the appointed hour for the meeting of stockholders (sponsoring jobbers), less than a dozen were on hand. President Braden delayed the meeting for more than 30 minutes, hoping for better representation, but finally proceeded to business with a total of 20 present, including himself. This was about four per cent of the 420 sponsoring jobbers signed for the show.

This year's show was, apparently, the most successful since 1953. Attendance was about 9,000 in excess of attendance at the last two shows, in San Antonio and Hous-

(Continued on page 137)

Officers and directors of the 1959 show include (l. to r.): seated, Eric Hyden, director, Fritz Keller Co., Fort Worth; Ralph Russell, treasurer, Ralph Russell Co., Dallas; Yancy Robertson, president, Robertson and King Motor Supply, Dallas; Joe Owens, first vice-president, Owens Supply Co., Enid, Okla.; L. W. Barnett, second vice-president, Cogdell Auto Supply, Fort Worth; Hubert Braden, director and retiring president, American Gear and Parts Co., Dallas; standing, Directors Harley M. Willey, Sr., Hirsig-Frazier Co., Houston; Charles Webb, Standard Motor Parts, Norman, Okla.; H. L. Hutchison, Dimmick Supply, Lake Charles, La.; John Sanders, Brockenbrough and Sanders, Waco; Dick White, manufacturers' agent, Dallas; J. R. Lawson, Proto Tools, Houston, and Doyle Moore, Automotive Parts Co., Little Rock. Not present for the picture were Directors Max Figh, Automotive Service, Inc., San Antonio, and E. A. Wagner, Moore Brothers Electric Co., Houston.





SERVICE and MAINTENANCE

Unbugging the Regulators

ALTHOUGH current and voltage regulators have been around for many years, there are still many mechanics who are not thoroughly familiar with the service procedure.

Actually, the regulator is the "guardian" of the car's entire electrical system and unless properly serviced and adjusted, electrical unit failures are sure to occur.

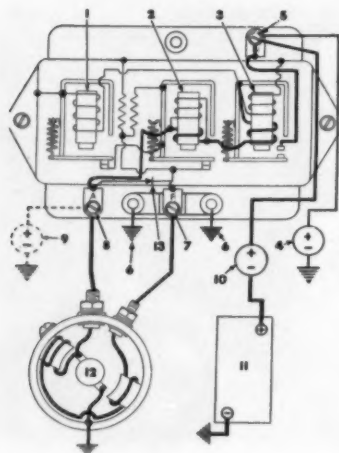
Regulator service procedures will vary depending on the manufacturer. However, their basic principle of operation is the same.

This story will cover procedures used in servicing a 12-volt Auto-Lite unit currently used on many cars. There is one thing that we



By **E. M. Lowery**
Technical Editor

Fig. 1—Regulator wiring and test connections. Numerals indicate: 1—voltage regulator coil, 2—current regulator coil, 3—circuit breaker coil, 4—voltmeter connection for current and voltage regulator tests, 5—regulator battery terminal, 6—regulator ground screws, 7—regulator field terminal, 8—regulator armature terminal, 9—voltmeter connection for circuit breaker test, 10—test ammeter, 11—battery and 12—generator.



should bear in mind: we should never attempt to adjust a regulator assembly unless its operation is thoroughly understood and accurate meters are available.

Even the slightest error in the setting of the unit may cause improper functioning, resulting in a run-down or overcharged battery, burned ignition points and other malfunctioning electrical units.

The current and voltage regulator assembly contains three units—the circuit breaker, current regulator and voltage regulator. Each unit has its own function to perform.

The circuit breaker acts as an automatic switch between the generator and the battery. The circuit breaker closes the charging circuit when the generator is charging and opens the circuit when the generator is not charging. This prevents the battery discharging back through the generator.

The current regulator limits the maximum current output of the

generator in amperes. When the generator output reaches a predetermined maximum, the regulator points are opened, cutting in a resistance in the generator field circuit, thus reducing the output.

Immediately upon the dropping of the output, the points close, cutting out the resistance, and the output rises. These cycles occur so rapidly that the points vibrate at a high frequency, thus holding the output constant at a predetermined maximum.

The voltage regulator is used for holding the voltage constant within close limits. When the voltage rises to a predetermined value, the regulator contact points vibrate, thus cutting a resistance in and out of the generator field circuit.

A.—Regulator inspection:

Remove regulator cover after checking to determine if seal has been broken. This may indicate a previous adjustment or repair has been made. If such is the case, a close visual inspection should be made to determine if any of the following causes exist:

1.—Loose or broken connections resulting from poor soldering or rough handling.

2.—Evidence of burning or abnormal high temperatures at the coils, contact points, insulation or flexible arm to which regulator contacts are mounted.

3.—Broken or altered resistors.

4.—Improperly installed armature springs, distorted spring hangers, bent armatures, yokes or hinges.

5.—Evidence of moisture or corrosion in regulator.

If any of the above conditions is apparent, or if regulator is in poor condition, it should be replaced.

Before testing or adjusting regulator, the following tests should be made:

1.—Test and check the wiring in



Fig. 2—Refacing contact points.

the charging circuit. Be sure all connections are clean, tight and in good condition.

2.—Test the specific gravity and check the ground polarity and voltage of the battery. If not fully charged and in good condition, substitute temporarily, for test purposes, a fully charged battery of the same type and capacity.

3.—Check generator for operation without the regulator in the circuit.

4.—Check the part numbers stamped on the nameplate of the generator and regulator to make sure the correct regulator has been installed. Regulators are designed for use with a generator having a specified field draw, output, internal connections and speed range and may not work properly if an incorrect substitution has been made.

B.—Testing circuit breaker:

Disconnect wire from "B" terminal of the regulator; connect the positive lead of a test ammeter to the wire removed and the negative lead to the regulator "B" terminal

(10) as shown in Fig. 1.

Connect the negative lead of a test voltmeter to the "A" terminal of the regulator and positive lead to the regulator housing ground (9) as shown in Fig. 1.

Start the engine and be sure it idles smoothly, then increase engine speed slowly to determine when the circuit breaker points close. When the hand on the voltmeter kicks back slightly, it indicates points have closed; this should occur at 13 to 13.75 volts.

If an adjustment is necessary, remove regulator cover and inspect the contacts of all three units. In normal use, the contacts will become grayed. If the contacts are burned, dirty or pitted, service the regulator contact points as outlined later under "E".

If an adjustment is necessary, remove regulator cover and service the contact points as outlined.

C.—Testing voltage regulator:

Change voltmeter connection from armature to battery terminal of regulator, as shown in Fig. 1, then connect a variable resistance

across the posts of the car's battery.

Run engine at a speed equivalent to 30mph for 15 minutes until voltage remains constant and the charging rate has dropped from its peak. Cover must be on regulator during this warm-up period and when taking test readings. The voltage regulator must control the voltage to 14.58 volts at 70°F.

D.—Testing current regulators:

Leave the voltmeter and ammeter connected as when testing the voltage regulator.

Run engine at a speed equivalent to 30mph for 15 additional minutes, applying enough resistance load across the battery to maintain the voltmeter registering between 14.2 and 14.4 volts. At 70°F., the current regulator should operate at the lower figure indicated on the regulator nameplate, plus or minus two amps, at the

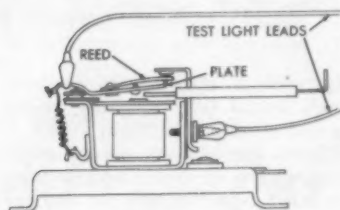


Fig. 3—Checking regulator air gaps.

conclusion of the warm-up period.

If an adjustment is necessary, remove regulator cover and service the points as outlined.

Use care in removing or replacing regulator cover in order not to touch the circuit breaker, as this would cause a short circuit and damage the regulator assembly.

E.—Servicing regulator contact points:

Remove regulator cover and inspect the contact points of all three units. In normal use the contacts will become grayed. If the contact points are burned, dirty or pitted, reface with a clean ignition file.

Caution: Never use sandpaper, emery cloth or a file that has been used on other metal. Particles of emery, sand or metal may become embedded in the points and cause them to burn rapidly or cause an open circuit.

To reface contact points file lengthwise and parallel to the armature, as shown in Fig. 2, until the contact points present a smooth, flat surface toward each other. It will not be necessary to remove all traces of pitting. Cross-

June: Oil Filters

Different types of oil filters, their operations and how to service them will be taken up here next month by Ed Lowery. Illustrations will point up some of the important points.

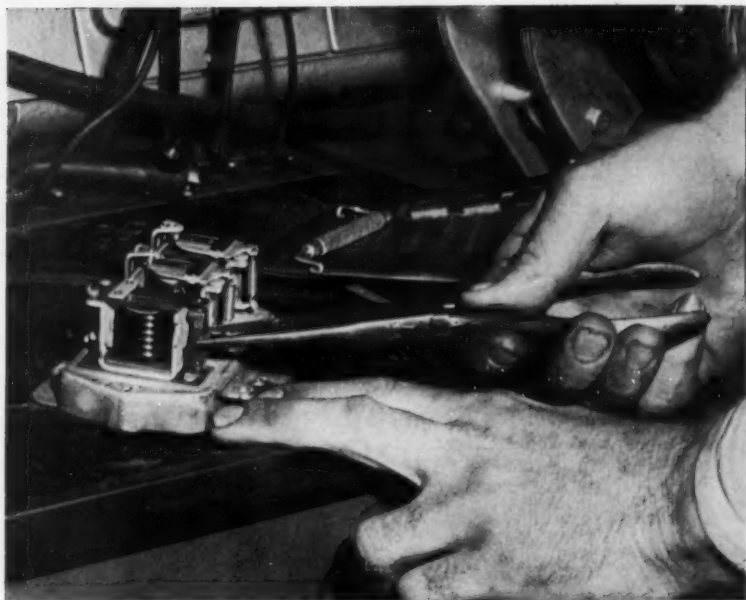


Fig. 4—Adjusting circuit breaker air gap.

ways filing may form grooves which would tend to cause sticking and erratic operation.

Clean the contact points after filing with a strip of linen or lintless bond tape. Be sure no lint remains between contacts after cleaning.

After refacing and cleaning the contact points, it will be necessary to readjust the armature air gaps to compensate for metal removed from contacts.

To check the current and voltage regulator air gaps, use the pin-type gauge from kit No. C-828, which measures .048" on one end and .052" on the other end.

Hook up a test light to spring hanger and adjusting screw. Insert the .048" gauge between the armature and the magnet core next to the rivet head, as shown in Fig. 3.

By forcing the armature down on the gauge, by applying pressure on the plate instead of the reed, the test light should go out. Also, by inserting the .052" gauge, following the above procedure, the test light should stay on.

To adjust air gap, loosen the bracket screw and raise or lower the contact point brackets until the desired clearance is obtained. Be sure these screws are tightened securely after adjustments are made. When the armature is held down so that the stop rivet rests on the magnet core, the point gap should be a minimum of .012" when checked with a feeler gauge.

To check the circuit breaker air gap, use flat gauge from kit C-828, which measures .031" to .034". Insert gauge between armature and magnet core. Be sure gauge is placed as near to the hinge as possible.

To adjust the circuit breaker air gap, bend the armature stop so the space between the core and armature is within the limits specified. Be sure stop does not interfere with the armature movement. Adjust the contact gap to .015" by expanding or contracting the stationary contact bridge, as shown in Fig. 4. Be sure to keep contact points in alignment when adjusting contact gap. Increasing the contact gap lowers the opening voltage and raises the opening reverse current.

To adjust armature for proper opening and closing voltages, use bending tool from kit C-828. With slot in the end of tool placed over the lower spring hanger, as shown in Fig. 5, bend hanger to increase or decrease the spring tension until the desired opening or closing

Fig. 5—Adjusting armature spring tension while testing regulator off car.



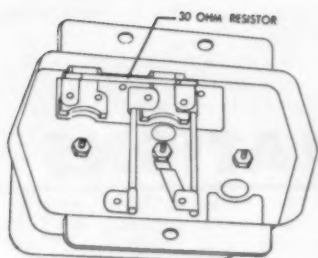


Fig. 6—Resistor assemblies on regulator.

voltage is obtained.

Checking resistors:

Remove resistors (as shown in Fig. 6) one at a time and check for cracks or damage. Replace resistors that show signs of wear or that do not test within specifications when checked with an ohmmeter. The resistor marked 80 should test from 75 to 92 ohms, while the one marked 38 should test from 34.5 to 42 ohms resistance.

It is extremely important that the resistors be installed in their original respective locations after testing.

Note: Manufacturers' specs must be followed closely when setting regulator.

Fuel Injection Is Added To Carter Curriculum

A FUEL injection course to prepare servicemen for its anticipated entry into that field has been added by Carter Carburetor Division in St. Louis to its factory school courses, President Charles E. Heitman, Jr., announced.

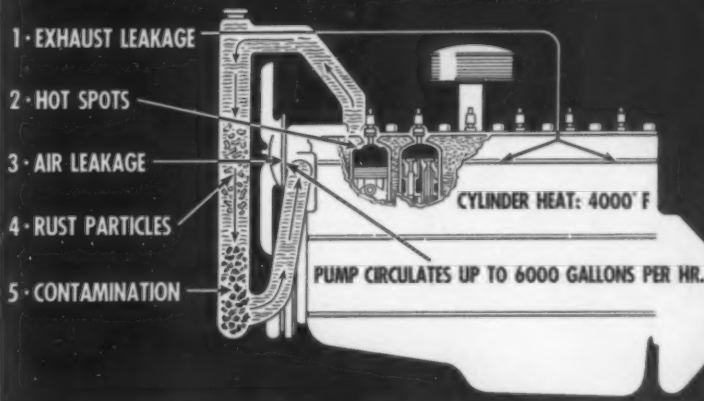
"The course will also school students in some of the advances which are being incorporated in the Carter fuel injection system," Heitman said. The school was opened in 1934 to give the skilled mechanic specialized knowledge of fuel systems and has graduated 5,000 men. Through its extension courses more than 30,000 men have become a part of its nationwide service system.

Atlanta Fleetmen Hear Roth

Bob Roth, field service engineer for Perfect Circle Corp., addressed the Atlanta (Ga.) Fleet Superintendents Association on "Rings" at its meeting last month. Roth has been field testing for the past five years with Perfect Circle. The group meets every month and its scores of members hear many prominent officials speak.

HOW OLD ANTI-FREEZE LEADS TO CORROSION

5 Ways Rust Inhibitor Can Break Down



Rust inhibitors in anti-freeze are subject to chemical change due to the five causes listed here. Acids are formed that destroy inhibitor strength and allow corrosion to take place. It's impractical to strengthen depleted inhibitors, because of chemical incompatibility. That's why independent research groups like the Society of Automotive Engineers, National Bureau of Standards and the American Society for Testing Materials recommend that anti-freeze be thrown away after a winter.

Customers Saving Old Anti-Freeze Store Up Trouble for the Future

ANTI-FREEZE is not the usual topic for conversation in the automotive trade at this time of year. Perhaps it should be.

More of it will be sold next fall if the trade gives it some thought right now.

Why? Because now is the time to get motorists to throw away used anti-freeze. Estimates of the number of motorists re-using their anti-freeze for more than one season run as high as 40%. These motorists either leave their anti-freeze in all summer, or they drain it and then save it for re-use in the fall.

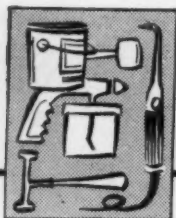
Strange to say, some servicemen go along with re-use of old anti-freeze under the mistaken impression that its composition remains unchanged during a winter of driving. They point to the fact that all-winter anti-freeze won't boil away and is sometimes called "permanent." But a certain temporary hair-do is also called "permanent," and anti-freeze is the same way: "permanent" for just a few months — actually for one winter only.

During a winter of driving the rust and corrosion inhibitors, which comprise one to three per cent of the solution, become depleted. During re-use, rust may form and

flake off the cast-iron water jacket, depositing itself in the narrow brass radiator tubes. Such deposits decrease coolant circulation, and lead to high engine temperatures. This in turn thins oil and increases engine wear.

All these facts show why it doesn't pay to be penny-wise and save old anti-freeze. No anti-freeze manufacturer recommends re-use of its product (any more than an oil company recommends using old crankcase oil). Furthermore, the American Automobile Association, the American Society for Testing Materials, the Bureau of Standards and the Society of Automotive Engineers all substantiate the fact that anti-freeze is good for one season only.

Spring is a good time to discourage re-using old anti-freeze. Most garages and service stations urge their customers to drain and flush their cooling systems for warm-weather driving. This provides an opportunity to urge that last winter's anti-freeze be thrown away. Customers who ask that their anti-freeze be drained into a can for use next fall should be politely told that they are risking trouble, and that they should change their anti-freeze annually, just as they change their oil regularly.



BODY SHOP OPERATIONS

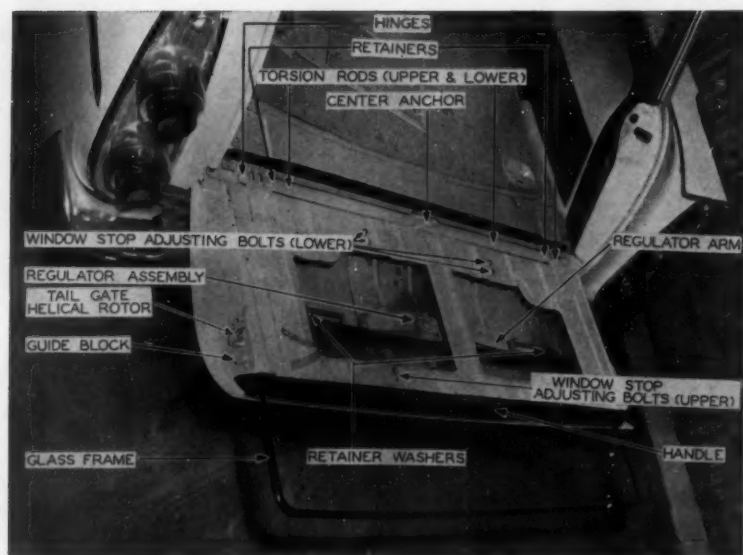


Fig. 1—Tailgate assembly.

'57 Dodge and Plymouth Rear Window and Tailgate

By **E. M. Lowery**
Technical Editor

LET'S take up servicing the Dodge and Plymouth Suburban rear window and tailgate.

The tailgate on the 1957 Dodge and Plymouth cars is hinged and counter-balanced by two torsion rods to aid in raising and lowering the tailgate. The tailgate electric power window is standard equipment on the three-seat Sierra and available on other models as an accessory.

The power window is controlled by a switch on the instrument panel, or at the top center of the tailgate header. An externally located

lock cylinder is provided to permit operation of the tailgate window from the outside. Direction of key rotation raises or lowers the window.

A single pull-type handle located in the upper molding of the tailgate inner panel is used to unlatch the tailgate. The tailgate is held closed by side-mounted latching mechanism, consisting of two strikers and two helical rotors, with an integral take-up device to assure a tight lock and perfect sealing.

Should it become necessary to remove the tailgate window glass because of breakage, refer to Fig. 1, then proceed as follows:

1.—Lower the rear window glass, then unlock and pull the tailgate down to the fully opened position.

2.—Remove the inner trim panel, then remove the retainer washers from each regulator arm (see Fig. 1).

3.—Remove the bolts that attach the upper window stops, then slide the stops down and out of the tailgate.

4.—Raise the window to facilitate removal and disengage the regulator arms from the window frame. Slide the window and frame out of the tailgate. Disassemble the frame and install new glass.

If necessary to replace the run channels, remove the upper and lower run attaching screws, then slide the runs out of the tailgate.

Installation:

If new run channels are to be installed, slide the channels down into position, then install attaching screws. Snug down but do not tighten.

1.—Slide the window and frame far enough into the tailgate to engage the regulator arms. Install the retaining washers to secure.

2.—Slide the upper window

June: Building Convertible Top

Want to build a convertible top? Next month Technical Editor Lowery will "build" one from the ground up in these columns. It'll make a fine reference piece for the men.

stops into position, then install the attaching bolts. Do not tighten at this time.

3.—Lower the tailgate window to the fully lowered position, then close the tailgate. Check the operation of the window-operating mechanism and the fit of the window frame in the upper channel. Raise the window until a good seal has been obtained in the run, then tighten the upper stops attaching bolts securely. *Do not force the window frame up tight against the upper channel when making this adjustment.* If the window operates freely in the run channels, tighten the run attaching screws securely.

The tailgate window may be repositioned by loosening the four bolts that attach the regulator assembly to the tailgate.

If the window frame binds in the run channel, recheck the adjustment. The run attaching screws are used to adjust fore, aft and tilt. If additional fore or aft adjustment is required at the top of the tailgate, adjust the lock strikers until correct adjustment has been made.

As stated previously, the torsion rods assist the operator in the opening and closing of the tailgate. Should it become necessary to remove the torsion rods in order to install new ones, refer to Fig. 1, then proceed as follows:

1.—Loosen the screws that attach the right hand hinge to the tailgate and body. Now raise the tailgate to approximately 6" of



Fig. 2—The electric power unit may be operated from the driver's seat, the rear seat or as shown.

closing. (This releases the tension on the torsion rods.)

2.—Remove the screws previously loosened and slide the hinge away from the torsion rods to expose the rod ends. Now pull the torsion rods through the center anchor, disengaging the rods from the left-hand hinge. Slide the rods out of the center anchor and away from car. *It is suggested that before this operation is done the tail-*

gate be suitably supported.

3.—Slide the new torsion bars through the center anchor and into the left-hand hinge.

4.—Slide the right-hand hinge into position and at the same time engage the ends of the bars in the slot of the hinge.

5.—Install the hinge attaching screws and snug down. Lower the tailgate and tighten the hinge screws securely.

Removing and installing the tailgate assembly:

Should it become necessary to remove and install the tailgate assembly, refer to Fig. 1, then proceed as follows:

1.—Turn the window-operating crank (manually operated), or one of the switches (electrically operated) and lower the tailgate window.

2.—Remove the torsion rods as described previously. Disconnect the electrical leads (if so equipped).

3.—Remove the screws that attach the left-hand hinge to the body and lift the tailgate assembly up and away from the vehicle.

Installation:

1.—Place the tailgate in position and install the hinge to body attaching screws (left hand). Snug down but do not tighten.

2.—Install the torsion rods, as described previously, then adjust the position of the tailgate in the body opening.

The floating nuts in the tailgate
(Continued on page 92)

"Oh, yes, my husband's a forceful person, too. Nobody tells him what to do... at the shop."



SOUTHERN AUTOMOTIVE JOURNAL

LIQUID COOLED BRAKE

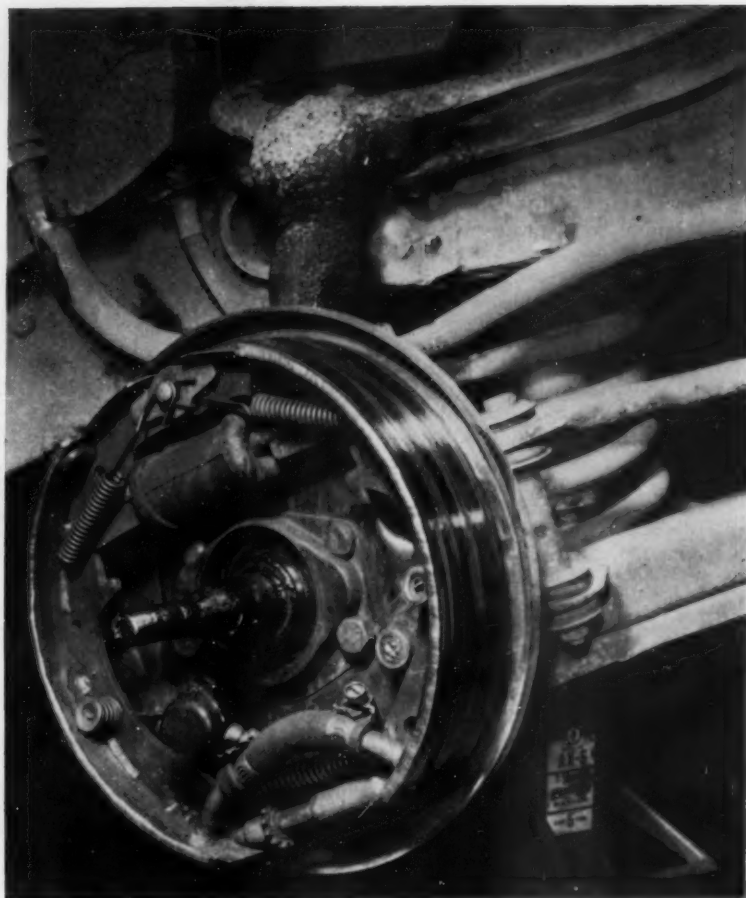
A NEW liquid-cooled brake, designed to meet the growing demand for ending "fading" effect as heavier cars with smaller-diameter wheels continue to come on the market, has been developed by Raybestos-Manhattan, Inc., Bridgeport, Conn.

Detroit engineers—who reportedly may be bringing out cars in a year or two with 13" wheels in comparison to some new ones now having 14"—got a demonstration of the new brake on a stock-model passenger car last month.

Key to the brake, Raybestos officials said, is "the complete elimination of heat build-up, regardless of the frequency of high-speed stops, making it impossible for the brake to fade."

Heat is dissipated by channeling liquid from the engine cooling system through tunnels in copper linings fused to a variation of the conventional brake shoe. Copper linings contact conventional brake drums with a special friction material.

Coolant flows through tubing from the liquid pump, courses



Note how hose couplings bring coolant to special copper linings of the drum and return coolant to regular cooling system of the motor vehicle.

through the tunnels in the copper linings and returns to cooling system by other tubing.

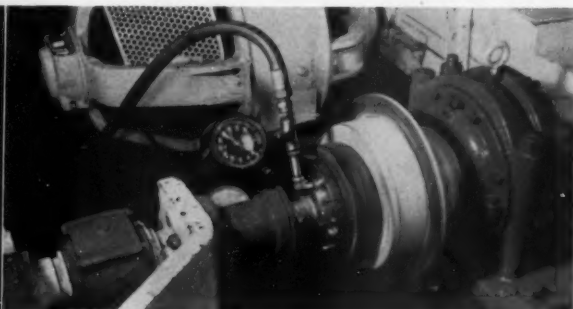
"Preliminary tests indicate that over-all efficiency of the liquid-cooled brake will exceed that of current-model passenger-car

brakes by over 300%," said Raybestos authorities.

Failure of conventional brakes during a succession of high-speed stops is caused normally either by "fade" (loss of frictional power of
(Continued on page 90)

Conventional brake bursts into flame during tests in laboratory. This dynamometer test duplicated a sudden stop of a 5,000-pound car traveling 100mph with all the energy absorbed by one brake. Intense heat caused drum to become white hot and lining to "foam" and blaze into flame. "Emergency" stop such as this could not be made with conventional brakes as the lining would disintegrate before car stopped.

Note what happened when running the same dynamometer test with the liquid-cooled brake. Engineers said it maintained, within a few degrees Fahrenheit, a constant temperature regardless of frequency of stops. Heat caused by friction was dissipated—through the engine cooling system—nearly as fast as it was generated. After 12,500 high-speed "emergency" stops at 90-second intervals, brake reportedly performed well.



"...our repeat business would drop substantially"

says Ford dealer **CHARLES P. BENNETT** of
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1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ENGINE							FLUID CAPACITIES						WHEEL ALIGNMENT		
	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qt.)	Transmission (Std.) (Pks.)	Transmission (Alt.) (Pks.)	Rear Axle (Pks.)	Fuel Tank (Gals.)	Cooling System (No Hoses) (Qt.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special 40	122	V81	4.125 x 3.4	54.45	250@4400	364	9.5-1	5	2.5	22	6	20	16.5	1 to 3/4	+1/2	1/8 to 1/4
BUICK Century 60	122	V81	4.125 x 3.4	54.45	300@4600	364	10-1	5	N	22	6	20	16.5	1 to 3/4	+1/2	1/8 to 1/4
BUICK Super 60 and Roadmaster 70	127 1/2	V81	4.125 x 3.4	54.45	300@4600	364	10-1	5	N	22	6	20	16.5	1 to 3/4	+1/2	1/8 to 1/4
CADILLAC Sedan, Sedan DeVille, Coupe, Coupe DeVille, Coupe Conv., Eldorado Conv. and Coupe	129 1/2	V81	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	-1/2 to +1/2	± 3/4	1/8 to 1/4
CADILLAC Eldorado Sedan	133	V81	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	-1/2 to +1/2	± 3/4	1/8 to 1/4
CADILLAC Sedan Imp.	149 1/2	V81	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	-1/2 to +1/2	± 3/4	1/8 to 1/4
CHEVROLET One-Fifty, Two-Ten and Bel Air	115	V81	3.75 x 3	45	A	265	8-1	J	2	22	4	16	16	+1/4 to 1 1/4	0 to 1	1/8 to 1/4
CHEVROLET Corvette	102	V81	3.875 x 3	48	220@4900	283	9.5-1	5	2	22	4	16.4	16	0 to 1	0 to 1	0 to 1/4
CHRYSLER Windsor	126	V81	3.94 x 3.63	49.7	285@4600	354	9.25-1	5	2.75	18	3.5	23	21	B	C	1/8 to 1/4
CHRYSLER Saratoga	126	V81	4 x 3.90	49.7	295@4600	354	9.25-1	5	2.75	18	3.5	23	21	+1/4 to +3/4	C	1/8 to 1/4
CHRYSLER New Yorker	126	V81	4 x 3.90	51.2	285@4600	362	9.25-1	5	2.75	21	3.5	23	24	+1/4 to +3/4	C	1/8 to 1/4
CHRYSLER 300C	126	V81	4 x 3.90	51.2	275@5200	392	9.25-1	5	2.75	21	3.5	23	24	B	C	1/8 to 1/4
CHRYSLER Imp., Crown and LeBaron	120	V81	4 x 3.90	51.2	325@4600	392	9.25-1	5	N	21	3.5	23	24	B	C	1/8 to 1/4
CONTINENTAL	126	V81	4 x 3.66	51.2	NA	368	10-1	5	N	22.6	4	25	23	3/4 to 1 1/4	0 to 1 1/4	1/8 to 1/4
DeSOTO Firewasp	122	V81	3.69 x 3.80	42.2	245@4400	325	8.5-1	5	2.75	D	3.5	20	20	B	E	1/8 to 1/4
DeSOTO Firestorm	126	V81	3.78 x 3.80	45.7	270@4600	341	9.25-1	5	2.75	D	3.5	23	20	B	E	1/8 to 1/4
DeSOTO Fireflite	126	V81	3.78 x 3.80	45.7	295@4600	341	9.25-1	5	N	D	3.5	23	20	B	E	1/8 to 1/4
DODGE Coronet 6	122	6L	3.25 x 4.63	25.4	138@4000	230	8-1	5	2.75	20	3.25	20	13	B	C	1/8 to 1/4
DODGE Coronet 8	122	V81	3.69 x 3.80	43.3	245@4400	325	8.5-1	5	2.75	F	3.5	20	20	B	C	1/8 to 1/4
DODGE Royal and Custom Royal	122	V81	3.69 x 3.80	43.3	260@4400	325	8.5-1	5	2.75	F	3.5	20	20	B	C	1/8 to 1/4
FORD 8 Custom and Custom 300	116	6L	3.62 x 3.60	31.54	144	223	8.6-1	4	3.25	21.5	4.5	20	15	1/4 to 1 1/4	G	1/8 to 1/4
FORD 8 Fairlane and Fairlane 500	118	6L	3.62 x 4.60	31.54	144	223	8.6-1	4	3.25	21.5	4.5	20	15	1/4 to 1 1/4	G	1/8 to 1/4
FORD 8 Custom and Custom 300	116	V81	3.75 x 3.30	42.5	190	272	8.6-1	5	3.25	21.5	4.5	20	19	1/4 to 1 1/4	G	1/8 to 1/4
FORD 8 Fairlane and Fairlane 500	118	V81	3.75 x 3.30	45	245	290	8.6-1	5	3.25	21.5	4.5	20	19	1/4 to 1 1/4	G	1/8 to 1/4
FORD Thunderbird	102	V81	3.75 x 3.30	45	212	292	9.1-1	5	3.25	21.5	3.8	20	20	1/4 to 1 1/4	H	1/8 to 1/4
FORD Thunderbird Special	102	V81	3.80 x 3.44	46.21	245	312	9.7-1	5	3.25	21.5	3.8	20	20	1/4 to 1 1/4	H	1/8 to 1/4
HUDSON Hornet	121 1/2	V81	4 x 3 1/4	51.2	255@4700	327	9-1	5	4	23	4	20	19	0 to 1/2	± 1/4	1/8 to 1/4
LINCOLN Capri and Premiere	126	V81	4 x 3.66	51.2	300@4600	368	10.1-1	5	N	22 3/4	4	20	23	0 to 1/2	0 to 1/4	1/8 to 1/4
MERCURY Monterey and Montclair Std.	122	V81	3.90 x 3.44	46.21	255	312	8.7-1	5	3.25	21	5	20	20	0 to 1 1/2	0 to 3/4	1/8 to 1/4
MERCURY Monterey and Montclair Spec.	122	V81	4 x 3.66	51.2	290	368	9.7-1	5	3.25	21	5	20	23	0 to 1 1/2	0 to 3/4	1/8 to 1/4
NASH Ambassador	121 1/2	V81	4 x 3 1/4	51.2	255@4700	327	9-1	5	4	23	4	20	19	0 to 1/2	± 1/4	1/8 to 1/4
NASH-HUDSON Metropolitan	85	4L	2 3/4 x 3 1/2	13.22	52@4500	90.89	7.2-1	4	5.5	N	2	10.5	7	2 to 3	1/2 to 1 1/2	0 to 1/4
OLDSMOBILE 86 and Super 86	122	V81	4 x 2 1/2	51	277@4400	370.71	9.25-1	5	2.5	22	3 1/2	20	20	0 to 3/4	-1/4 to +3/4	1/8 to 1/4
OLDSMOBILE 98	126	V81	4 x 2 1/2	51	277@4400	370.71	9.25-1	5	2.5	22	3 1/2	20	20	0 to 3/4	-1/4 to +3/4	1/8 to 1/4
PACKARD Town Sedan	120 1/2	V81	3 3/4 x 3 3/4	40.6	275@4800	289	7.5-1	5	N	19	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
PACKARD Country Sedan	116 1/2	V81	3 3/4 x 3 3/4	40.6	275@4800	289	7.5-1	5	N	19	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
PLYMOUTH Plaza, Savoy and Belvedere 6	118	6L	3.25 x 4.63	25.4	182@3600	230	8-1	5	2.75	20	3 1/2	20	13	0 to ± 3/4	K	1/8
PLYMOUTH Plaza 8	118	V81	3.75 x 3.13	45	197@4400	277	8.5-1	5	2.75	20	3 1/2	20	13	0 to ± 3/4	K	1/8
PLYMOUTH Savoy and Belvedere 8	118	V81	3.91 x 3.13	45.9	215@4400	301	8.5-1	5	2.75	20	3 1/2	20	13	0 to ± 3/4	K	1/8
PLYMOUTH Fury	115	V81	3.91 x 3.31	49	290@5400	318	9.25-1	5	2.75	20	3 1/2	17	20	-2 to 0	1/4 to ± 3/4	1/8
PONTIAC Chieftain	122	V81	3.94 x 3.56	49.6	227@4600	347	8.5-1	5	2.5	18.4	5	20	21.7	1 to ± 1/2	± 1/2	0 to 1/4
PONTIAC Super Chief	122	V81	3.94 x 3.56	49.6	252	347	8.5-1	5	2.5	18.4	5	20	21.7	1 to ± 1/2	± 1/2	0 to 1/4
PONTIAC Star Chief	124	V81	3.94 x 3.56	49.6	252	347	8.5-1	5	2.5	18.4	5	20	21.7	1 to ± 1/2	± 1/2	0 to 1/4
RAMBLER 8	108	6L	3 1/4 x 4 1/4	23.44	125@4200	185.6	8.25-1	4	2.25	17	3	20	10	0 to 1 1/2	± 1/4	1/8
RAMBLER 8	108	V81	3 1/2 x 3 1/2	29.2	190@4900	250	8-1	5	4	23	4	20	20	0 to 1 1/2	± 1/4	1/8
STUDEBAKER Golden Hawk	120 1/2	V81	3 3/4 x 3 3/4	40.6	276@4800	289	7.5-1	5	3.7	18	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER President	116 1/2	V81	3 3/4 x 3 3/4	40.6	210@4500	289	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER Classic	120	V81	3 3/4 x 3 3/4	40.6	210@4500	289	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER Silver Hawk	120	V81	3 3/4 x 3 3/4	40.6	225@4500	289	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER Broadmoor	116 1/2	V81	3 3/4 x 3 3/4	40.6	226@4500	289	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER Commander Provincial and Parkview	116 1/2	V81	3 3/4 x 3 1/4	40.6	180@4500	259.2	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER Champion and Pelham	116 1/2	6L	3 x 4 1/2	21.6	101@4000	185.6	7.8-1	5	1.6	18	2.5	18	11	-1 to -2 1/2	0 to ± 1	1/8 to 1/4
STUDEBAKER Silver Hawk	120 1/2	6L	3 x 4 1/2	21.6	101@4000	185.6	7.8-1	5	1.6	18	2.5	18	11	-1 to -2 1/2	0 to ± 1	1/8 to 1/4

ABBREVIATIONS

L—2" manual steering, 0" power steering.

L—Left +1/2" and right 0" preferred.

—With supercharger.

A—Ranges from 140 for 6 to 283 optional in V8.

B—Manual steering —1/4" to 3/4", power steering +1/4" to 3/4".

C—Left +1/2", right 0".

D—Powerflite 20, Torqueflite 17.

E—Left +1/4", right 0".

F—Powerflite 20, Torqueflite 18.

G—0" to 1 1/2".

H—0" to 1 1/2".

I—Valve-in-head.

J—If power steering, +1/4" to 3/4".

J—V-8 4 quarts, 6-cylinder engines 5 quarts.

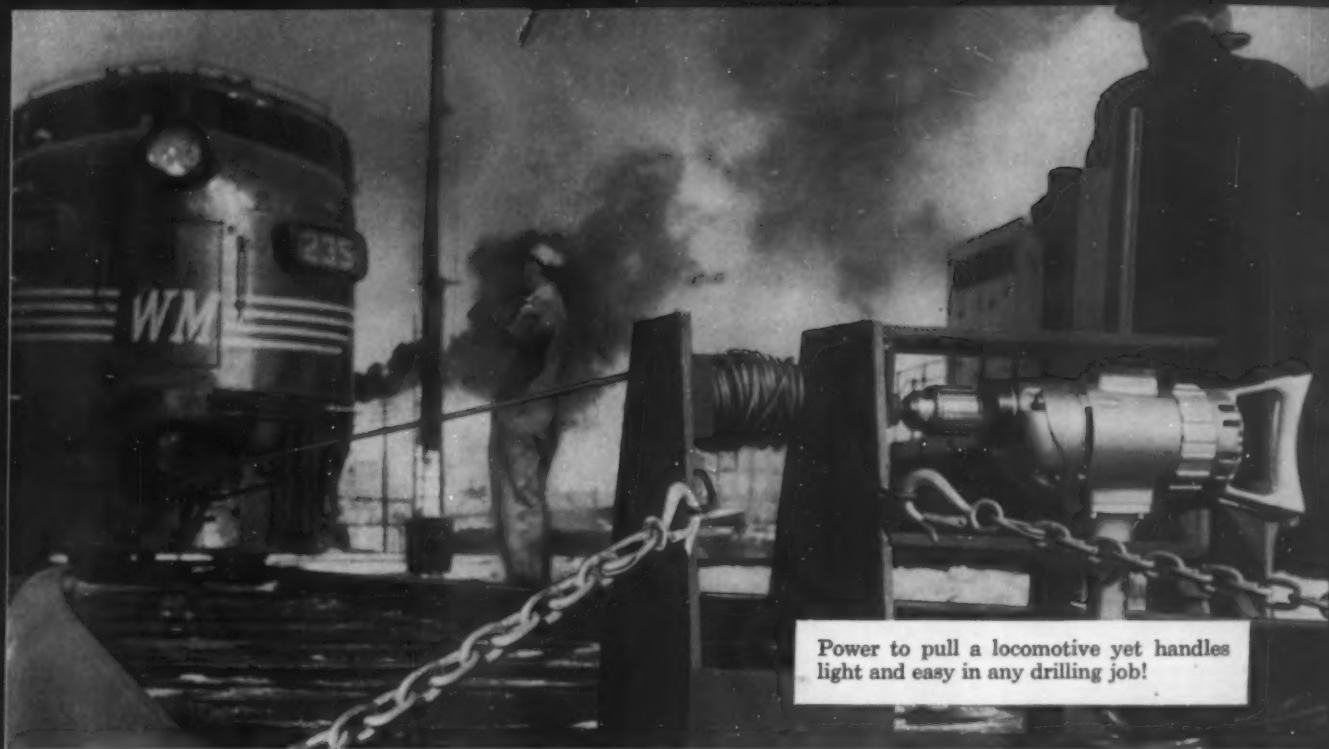
K—Right 1/2", left 0".

L—L-head.

N—None.

NA—Not announced.

—If power steering, 1/2" to 1".



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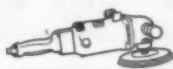
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IMPACT WRENCHES



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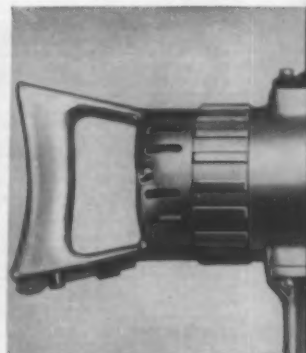


VACUUM CLEANERS



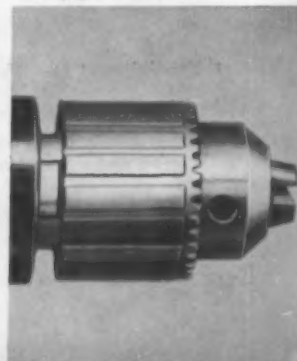
NEW HI-TORQUE MOTOR holds speed under load. No need to go to bigger, heavier drills.

BALANCED DESIGN makes these power-packed tools easy to handle in any drilling job.



NEW REVERSIBLE FEATURE built-in at no extra cost for *full* power in either direction.

NON-SLIP CHUCK features positive key drive to handle high torque developed; disengages in seconds.



1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES			
	Breaker Gap (d)	Cam Angle (degrees)	Contact Arm Spring Tension (oz.)	Ignition Timing	Spark Plug Gap (d)	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Ord.	Carb. Mfr.	Fuel Pressure (lbs.)	Tapet Clearance Intake (d)	Tapet Clearance Exhaust (d)	Intake Valve Opens a or alt
BUICK Special 40.....	13½-17½	30	19-23	5°b/c	30-35	VD	12-14@1875	9-10½@14"	N70	Ca St	6½	Au	Au	25°b/c	
BUICK Century 60, Super 50 and Roadmaster 70.....	13½-17½	30	19-23	5°b/c	30-35	VD	12-14@1875	9-10½@14"	N70	Ca RP	6½	Au	Au	34°b/c	
CADILLAC.....	16	31	19-23	5°b/c	35	VD	22@4140	13½@15¼"	N70	Ca RP	5½-6½	Au	Au	36°b/c	
CHEVROLET One-Fifty.....	16-21	28-32	19-23	4°b/c	33-38	VD	18@1000	11 @12¼"	N53	RP	4½-5½	Au	Au*	18°b/c	
CHEVROLET Two-Ten.....	16-21	28-32	19-23	4°b/c	33-38	VD	18@1000	11 @12¼"	N53	RP	4½-5½	Au*	Au*	18°b/c	
CHEVROLET Bel Air.....	16-21	28-32	19-23	4°b/c	33-38	VD	18@1000	11 @12¼"	N53	RP	4½-5½	Au*	Au*	18°b/c	
CHEVROLET Corvette.....	18	29	19-23	4°b/c	33-38	VD	20@1850	None	N53	Ca RP	4½-5½	Au*	Au*	12½°b/c	
CHRYSLER Windsor.....	15-18	29-32	17-20	6°b/c	35	VD	12-14@2050	9¼@18"	N60	BB	6-7	Au	Au	13°b/c	
CHRYSLER Saratoga.....	15-18	29-32	17-20	6°b/c	35	VD	12-14@2050	9¼@18"	N60	Ca	6-7	Au	Au	13°b/c	
CHRYSLER New Yorker.....	15-18	29-32	17-20	6°b/c	35	VD	9-11@2250	10-12@18"	N70	Ca	6-7	15	24	35°b/c	
CHRYSLER 300.....	15-18	29-32	17-20	6°b/c	35	VD	9-11@2250	10-12@18"	N70	Ca	6-7	Au	Au	15°b/c	
CHRYSLER Imp. Crown and LeBaron.....	15-18	29-32	17-20	6°b/c	35	VD	9-11@2250	10-12@18"	N70	Ca	6-7	Au	Au	15°b/c	
CONTINENTAL.....	14-16	26-28½	17-20	5°b/c	32-36	VD	14@2000	90 @13"	N65	Ca	4½-5½	Au	Au	18°b/c	
DeSOTO Firewasp.....	17	29-32	17-20	6°b/c	35	VD	7¼-9¼@1700	8¼-10¼@18"	N50	St	6-7	Au	Au	10°b/c	
DeSOTO Fire dome.....	17	29-32	17-20	6°b/c	35	VD	9-11@1700	14-16@18"	N60	BB	6-7	Au	Au	15°b/c	
DeSOTO Fireflite.....	17	29-32	17-20	6°b/c	35	VD	8-10@2300	14-16@18"	N60	Ca	6-7	Au	Au	15°b/c	
DODGE Coronet 6.....	17	39	17-20	t/c	35	VD	7¼-9¼@1800	8¼-10¼@18"	N50	St	6-7	10	14	12°b/c	
DODGE Coronet 8 and Royal.....	17	39	17-20	6°b/c	35	CaP	7¼-9¼@1700	12-14@18"	N53	St	6-7	Au	Au	12°b/c	
DODGE Custom Royal.....	17	39	17-20	6°b/c	35	CaP	7-9@350	12-14@18"	N53	Ca	6-7	Au	Au	12°b/c	
FORD 6 Custom and Fairlane.....	24-26	35-38	17-20	4°b/c	32-36	VD	None	12-13¼@4¼"	N55	Ho	4-5	19	19	17°b/c	
FORD Thunderbird and Special.....	14-16	26-28½	17-20	3°b/c	32-36	VD	35@4000	22@18"	N55	Ford	4-5	19	19	18°b/c	
FORD 6 Custom and Fairlane.....	24-26	35-38	17-20	4°b/c	32-36	VD	35@4000	22@18"	N55	Ho	4-5	19	19	18°b/c	
HUDSON Hornet.....	16	26-33	19-23	5°b/c	35	VD	19@1900	11@14"	N60	Ca	4-5½	Au	Au	12½°b/c	
LINCOLN Capri and Premiere.....	14-16	26-28½	17-20	5°b/c	32-36	VD	27@4000	11@16"	N70	Ca	4½-5½	Au	Au	18°b/c	
MERCURY Monterey & Montclair (std.).....	14-16	26-28½	17-20	3°b/c	32-36	VD	25¼@4000	24@15"	N55	Ca-Ho	4-5	19	19	18°b/c	
MERCURY Monterey & Montclair (spac.).....	14-16	26-28½	17-20	3°b/c	32-36	VD	25¼@4000	24@15"	N55	Ca	4½-5½	Au	Au	18°b/c	
NASH Ambassador.....	16	26-33	19-23	5°b/c	35	VD	19@1900	11@14"	N60	Ca	4-5½	Au	Au	12½°b/c	
NASH-HUDSON Metropolitan.....	12-16	60	20-24	11°b/c	23-25	CaP	7@1700	12@16"	P51	Z	1¼-2½	Au	15	15	5°b/c
OLDSMOBILE 88 and 98.....	16	26-33	19-23	5°b/c	30	CaP	26@4400	22@17"	N70	RP	5-6	Au	Au	13½°b/c	
PACKARD Town Sedan and Country Sedan.....	13-18	26-34	19-23	4°b/c	33-38	VD	12@1125	8@12"	N50	St	6-7	23-25	23-25	11°b/c	
PLYMOUTH Plaza, Savoy and Belvedere 6.....	20	39	17-20	t/c	35	VD	9¼@1800	10¼@16"	N50	BB	4-5	10	10	12°b/c	
PLYMOUTH Plaza P31.....	17	29-32	17-20	4°b/c	35	CaP	16@2150	13½@15"	N50	BB-St	6-7	8	18	8°b/c	
PLYMOUTH Savoy and Belvedere 6.....	17	29-32	17-20	8°b/c	35	CaP	10¼@2200	14@18"	N50	BB-St	6-7	8	18	8°b/c	
PLYMOUTH Fury.....	17	36-39	17-20	4°b/c	35	VD	9@1000	11½@18"	N50	Ca	6-7	10	18	17°b/c	
PONTIAC.....	16	28-32	19-23	6°b/c	33-38	VD	13@2100	11@15"	N60	RP	4-5	Au	Au	22°b/c	
RAMBLER 6.....	16	28-35	19-23	t/c	35	VD	14@1600	8@16¼"	N45	Ca	4-5½	12	18	12½°b/c	
RAMBLER 8.....	16	26-33	19-23	5°b/c	35	VD	20@1700	13@15"	N50	Ca	4-5½	12	14	12½°b/c	
STUDEBAKER Golden Hawk.....	13-18	28-34	19-23	4°b/c	33-38	VD	12@1125	8@11"	N60	St	6-7	25	25	11°b/c	
STUDEBAKER President, Classic, Silver Hawk and Broadmoor.....	13-18	28-34	19-23	4°b/c	33-38	VD	12@1125	8@11"	N50	Ca-St	3½-5½	25	25	11°b/c	
STUDEBAKER Commander, Parkview and Provincial.....	13-18	28-34	19-23	4°b/c	33-38	VD	12@1100	8@11"	N50	St	3½-5½	25	25	11°b/c	
STUDEBAKER Champion, Silver Hawk 6 and Pelham.....	20	38-40	17-20	2°b/c	28-33	VD	7@1400	9@12"	N60	Ca	3½-5½	16	16	15°b/c	

ABBREVIATIONS

—Mechanical tappets: Int. .012, Exh. .018
 Au—Automatic.
 —Au. trans. 5° b/c
 —Optional camshaft (used with mechanical tappets), 35° b/c.

BB—Bal. and Bal.
 b/c—Before top center.
 Ca—Carter.
 CaP—Crankshaft pulley.
 Ho—Holley.

N—Negative.
 NA—Not announced.
 P—Positive.
 RP—Rochester Products.

St—Stromberg.
 t/c—Top dead center.
 VD—Vibration damper.
 Z—Zenith, Ltd.



to help you get the most
from the new
SPACE-SAVER PACK, here's...

THE "SPACE MISER" RACK



- Made of sheet metal
- Keeps all your small lamps in one place
- Stocks stay neat, safe from damage
- Cartons are easily reached, identified, removed
- Fits on shelf or wall
- Holds 280 lamps

FREE!

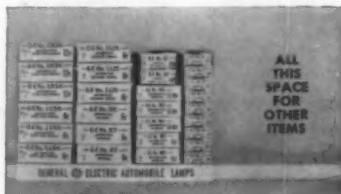
G-E "SPACE MISER" RACK

This great new rack is yours when you order the 7 fastest-moving lamp types—listed below. The "SPACE MISER" rack and the 70 lamps plus 7 empty unmarked SPACE-SAVER PACKS are prepacked in a single carton! Get this deal from your G-E Wholesaler today!

Save Time, Space, Trouble—This great new "SPACE MISER" metal rack, and the revolutionary new SPACE-SAVER PACKS, combine to save space, time and tempers. The "SPACE MISER" rack holds up to 280 lamps—and it's made of heavy-gauge steel. It's only 11" wide, 6¼" high, and 8" deep—a blue and white baked-on enamel finish. And what's best... IT'S FREE! FREE! FREE! Just buy the small assortment listed below (at your regular price), and the "SPACE MISER" metal rack is yours! Act now!



Ordinary cartons having no rack, shelves may get sloppy and disarranged. It's hard to find the bulb you want... service slows down.



G-E "SPACE MISER" rack keeps stocks neat, saves valuable shelf space for other items. Lamp cartons are easily removed... service is faster.

G-E "SPACE MISER" Rack FREE When You Buy These 70 Lamps at Your Regular Cost!

NO.	VOLT	QUAN.	PRICE
55	6V	10	\$.77
63	6V	10	.96
1129	6V	10	2.05
1154	6V	10	2.50
NO.	VOLT	QUAN.	PRICE
57	12V	10	\$.96
67	12V	10	.96
1034	12V	10	2.57

(All prices shown are based on manufacturer's suggested prices including F.E.T.)

Your Regular Cost \$10.77
Less 10% Discount 1.08
You Pay Only \$9.69
The G-E "SPACE MISER" is FREE

Progress Is Our Most Important Product

GENERAL ELECTRIC

THE CAR AHEAD IS EDEL
new member of the Ford Family of Fine Cars

We are looking for
the kind of men
who want to do things better
than they've ever been



Cleveland Dist. Mgr.
George F. Walters
N.B.C. Building,
Cleveland 14,
Ohio
TOwer 1-0800



Detroit Dist. Mgr.
Harry F. Riley
6200 West Warren Ave.,
Detroit,
Michigan
TYler 8-9822



Columbus Dist. Mgr.
John H. Scharnhorst
Beacon Building,
50 W. Gay Street,
Columbus 15, Ohio
CApital 8-5251



Indianapolis Dist. Mgr.
Hillier A. Pries
414 Guaranty Building,
20 N. Meridian Street,
Indianapolis, Indiana
MElrose 5-5421



Boston Dist. Mgr.
Malcolm W. Fuller
New England Ind. Ctr.
P.O. Box 27, Needham
Heights 94, Massachusetts
NEedham 3-5705



New York Dist. Mgr.
Patrick A. Braccia
153 Linwood Plaza,
Fort Lee,
New Jersey
WIndsor 4-5500



Philadelphia Dist. Mgr.
William J. Magarity
Parkade Building,
510 Federal Street,
Camden 2, New Jersey
EMerson 5-5258



Syracuse Dist. Mgr.
C. F. Sylvester
The Romax Building,
731 James Street,
Syracuse, New York
GRanite 4-7551



Washington Dist. Mgr.
Emerson Plank
Insurance Building,
2116 Wilson Boulevard,
Arlington, Virginia
JAckson 4-2400



Chicago Dist. Mgr.
D. Edward Manning
1900 Esquire Building,
65 East South Water St.,
Chicago 1, Illinois
ANdover 3-7788



Des Moines Dist. Mgr.
Louis A. Wehde
300 Fleming Building,
Sixth and Walnut,
Des Moines, Iowa
ATlantic 8-2165



Kansas City Dist. Mgr.
Ellwood S. Gross
4141 Broadway,
Kansas City,
Missouri
VAlentine 1-6051



done before

These are the managers of the Edsel sales districts throughout America. Their offices are open and staffed with experienced automobile men. They are now looking for men whose potential as Edsel dealers is big enough to match what is actually an historic opportunity in the automobile business.

The Edsel is the first car ever created specifically for the most profitable section of the car market. The Edsel is backed by a Ford Motor Company investment of over a quarter billion dollars.

Actually the Edsel represents the kind of opportunity most automobile dealers thought had vanished long ago—an opportunity to get in on the ground floor of a giant new business. If this is your kind of opportunity one of these men wants to talk with you.

How Accredited Edsel Dealers will be selected

While our initial dealerships will only number around 1,500, we now have over 3,000 inquiries on file. However, we are well aware that except for the car itself, nothing will affect the Edsel's future more than the caliber of its dealers.

We are determined to secure the strongest group of dealers a new car has ever had.

The purpose of these advertisements is to make certain that we reach all qualified men:

Men who have the capacity to do things better than they've ever been done before.

Men who have the character that secures friendly cooperation from employees and trust and goodwill from customers.

Men who have or can obtain the capital it takes to do this job right.

If you are such a man, or if you know of such a man, we urge you, in your own interest, to get in touch with our nearest Edsel District Office as soon as possible.

EDSEL DIVISION

Ford Motor Company, Dearborn, Michigan



*St. Louis Dist. Mgr.
A. E. Jacobsen
Meramec Building,
111 S. Meramec Ave.,
Clayton 5, Missouri
P.Arkview 7-4777*



*Twin Cities Dist. Mgr.
Chet A. Johnson
330 Excelsior Bldg.,
Minneapolis,
Minnesota
W.Alnut 7-0774*



*Atlanta Dist. Mgr.
Roy A. Blount
1330 West Peachtree St.,
N.W., Atlanta 9,
Georgia
T.Rindy 5-8721*



*Dallas Dist. Mgr.
Robert J. Santer
1120 Mercantile
Securities Building,
Dallas 1, Texas
R.Riverside 1-3171*



*Houston Dist. Mgr.
George O. Simmons
211 Melrose Building,
Houston,
Texas
C.A., aul 8-7571*



*Jacksonville Dist. Mgr.
J. D. Flynn
915 Prudential Bldg.,
Jacksonville,
Florida
E.Xbrook 8-1581*



*Memphis Dist. Mgr.
William W. Sugg
1200 Edway Building,
147 Jefferson Ave.,
Memphis, Tennessee
J.Arkson 5-5001*



*New Orleans Dist. Mgr.
Claiborne H. Weigand
330 I.B.M. Building,
2640 Canal St.,
New Orleans, Louisiana
R.Aymond 9041*



*Denver Dist. Mgr.
Walter S. Milton
Detroit Building,
2727 E. Second Ave.,
Denver, Colorado
D.Udley 8-4171*



*Los Angeles Dist. Mgr.
Paul W. Purstley
201 So. La Cienega Bldg.,
Beverly Hills,
California
O.Lympia 2-2444*



*San Francisco Dist. Mgr.
Wallace E. Beyer
209 World Trade Center,
San Francisco 11,
California
Y.Ukon 6-5403*



*Seattle Dist. Mgr.
Richard J. Siewers
521 Second Ave., West,
Seattle 99,
Washington
M.Urckon 7920*



worth a good look: Gabriel AjustOmatics

Gabriel AjustOmatic is the *only* hand-adjustable shock absorber. You adjust it during installation—for normal, soft or firm control. On any car, it gives the added stability, roadability and comfort so many owners want. Any time a customer wants something different from "average ride"—you've got a customer for Gabriel AjustOmatic. The price and profit picture are mighty attractive. Get the full facts from your Gabriel Jobber.

THE GABRIEL COMPANY, CLEVELAND 15, OHIO





Officials at the hearing last month on Capitol Hill included (l. to r.): Harold T. Halfpenny, NSPA legal counsel; Rep. Timothy R. Sheehan (R-Ill.); J. Austin Latimer, NSPA Washington representative, and Ira Saks, executive director of Anti-Monopoly Committee of the Automotive Service Industry. Hearing was before the house small business subcommittee.

Oil Companies Seek TBA Monopoly, House's Business Subcommittee Told

MAJOR oil companies were accused on Capitol Hill last month of price-fixing, coercion and outright threats in what was claimed as their efforts to take over the tire, battery and accessory market of the 188,000 gasoline service stations in this country.

Oil company spokesmen replied that many station operators were not financially able to open their own businesses and only through company leases were many of them started on the road to success.

Harold T. Halfpenny of Chicago, counsel to National Standard Parts Association, said at a hearing of the house small business subcommittee on distributive practices in the oil industry:

"The testimony will show that a well-defined pattern of coercion and anti-trust violation often starts from the time the operator goes into business. Many oil companies will provide, either free or on easy terms, the necessary shop equipment of a service station such as tire changers, hoists, compressors, lubrication equipment and so forth. Often the company will install the equipment at no expense to the station owner.

"Thus, the shop equipment is used as a premium to obtain the oil and gasoline business and as the first step in making the gas station a captive market. And, of course, the franchised operator is told, often not too subtly, to buy his tires, batteries, and accessories from the oil company or the corporation with whom it has a tie-

in, or else!"

Speaking in behalf of the Anti-Monopoly Committee of the Automotive Service Industry, Ira Saks, executive director, said:

"It is amazing and almost frightening to note that in a relatively short period of years these major oil companies, through their methods of coercion and pressure selling, were able to create a captive market for themselves and take over completely the entire wholesaling function on all merchandise handled by the retail gasoline stations to the complete exclusion of the traditional local wholesalers."

Ford's Dallas Plant Builds 2,000,000th

THE two-millionth automobile of Ford Motor Co.'s Dallas, Texas, assembly plant rolled off the line April 23, with a dinner for Dallas business leaders, tours of the plant and other special events marking the occasion.

The vehicle, a Fairlane 500 town sedan painted a special "Bluebonnet Blue," was purchased by 11 Ford dealers of Dallas County to be given by the group to a health, welfare or youth organization.

Although partial assembly of Ford cars started in Dallas in 1913, the two-millionth unit dates from 1915 after Ford's first Texas assembly plant was opened at Canton and Williams Sts. in Dallas. The company's present location at 5200 East Grand Ave. was completed in 1925.

Get a
Gabriel
shock tester
FREE!



Now yours in Gabriel's new all-in-one Tester Assortment. Eight fast-moving, high-profit Adjustomatics, plus exclusive on-car tester and other sales tools packed in one carton. See how easy it is to clear \$30-\$40 a day—the Gabriel way! Ask your jobber.

Gabriel
SHOCK ABSORBERS

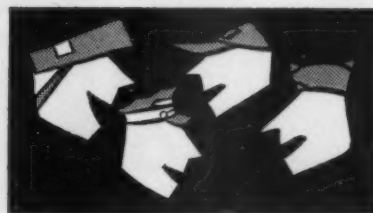
The Gabriel Company, Cleveland 15

Readers are invited to contribute to—**SHOP TALK**

Trailer Firm Cheers 15-Year-Old To Follow Dream of Truck Driving

Management of Dorsey Trailers, 45-year-old manufacturer of commercial and machinery trailers at Elba, Ala., believes in encouraging future transportation tycoons.

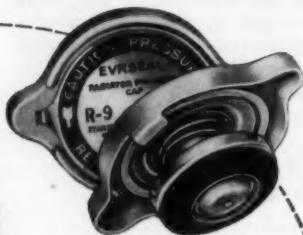
A recent letter of one individual's "availability"—in ten years or so—was received from Sycamore, Ill., by Dorsey and went like this: "Dear Sir: I am 15 years old and



A column of informal comments about the automotive trade and its problems.



**get them
ready for
the open road**



Insure your vacationing customers against irritating delays from pressure cap, hose, fan belt troubles, etc. Cooling system leaks can be detected positively with a Stant Pressure Tester. Order needed Stant **EVRSEAL** Caps . . . recognized standard of the industry.

Write for catalog to
STANT MANUFACTURING CO., INC.,
Connersville, Indiana,
. . . naming your jobber.

used on America's Finest Automobiles as
Standard Equipment for a generation



want to be a truck driver when I grow up. I have read about and seen many of your trailers. Could you please send me some pictures and literature on your fine company? Thank you. Joseph J. Petryka."

Realizing that many of today's large fleet owners started their careers as little boys with an ambition to get into the transportation industry, Dorsey officials sent Joe a miniature catalog, 8 x 10 pictures of their various trailers and their plant, along with this letter:

"Dear Joe: Sure was happy to hear from you, Joe, and enjoyed reading your letter. I don't blame you for wanting to be a truck driver when you get older. Just imagine safely and efficiently guiding tons of truck, trailer and cargo along all the beautiful highways of America, seeing all the different sights and scenery and all the different towns. No, I don't blame you a bit.

"Becoming interested in the transportation business as early in life as you are should reward you with a prosperous future. You know the old sayings about hard work, setting your sights on what you want, etc. Well, they are true. If you devote yourself to it, in a few years you may own your own rig. Then, a little later on, you

Address any comments to Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.

WHEN ALL MANUFACTURING IS UNDER
ONE ROOF



THE BEST
COSTS LESS

ALL THESE OPERATIONS AT OUR
CHARLOTTE PLANT:

1. Lining Extruded
2. Adhesive Compounded
3. Shoe-Prep Compounded
4. Shoes Reconditioned
5. Lining and Adhesive Cured Together
6. Shoes Radius Ground

Six Trucks Deliver in N. C. and S. C.*

*Up to \$3.00 2-way freight allowance elsewhere.

SOUTHERN DOUBLE=LOCK
BONDED BRAKE SHOES



may own several. Some day, Joe, you may own a big fleet of trucks and trailers just like the ones you have been looking it—and I hope that you will. . . .

"The pictures you asked for are enclosed, Joe. I know you will enjoy them.

"Remember now, Joe, when you get ready to buy your own rig, I'll be expecting to hear from you. In the meantime, work hard, study hard, set your sights and then go after whatever you want."

Oh, to be a youth again!

THANKS, GOD, FOR RAIN

Rains have blessed many areas of the South which for years had gone almost rainless.

Jim Gorman, manager of the Missouri Automobile Dealers Association, mentioned that fact in a recent bulletin. In reply one of his members wrote:

"I am not one to write in and express my feelings to you, and probably do not do it often enough, as I know you are more or less directed in your activities

by what we request of you. But I did think your article of March 26th, 'Thank God For Rain,' was very good.

"I think probably there are not enough of us auto dealers in church on Sunday mornings to do a very good job giving thanks for anything. I think if we were in church instead of down at the car lot trying to give our cars away so we could do volume business, we would all be better off.

"I don't think you could find any foundation in church for some of the advertising that is increasing in the newspapers.

"Let's all try to do a little less and make a little more, then maybe we can have time to close our lot and go to church this Sunday."

"OH, PAHDON ME!"

A recent bulletin of the National Automobile Dealers Association gives the following account of a hold-up in a Los Angeles dealership:

"This week a polite, pipe-smoking young man robbed a dealership of \$13,000 in cash and checks. He simply walked into the dealership, went behind the counter and said to a clerk standing beside the cash register, 'Excuse me.'

"The clerk said, 'Oh, pardon me,' and stepped aside so the man could reach in and pull out the cash.

"Several employees were standing around. As the bandit walked out with his bagful of money and checks, one clerk asked another, 'Who was that fellow?'

"No one knew."

FOUR-WHEEL TROUBLES

Texhoma, Okla.

Gentlemen:

We have a problem with a 1948-model Willys pickup (four-wheel drive). When we traded for this pickup, the front ring and pinion gear was worn out. We ordered identical parts from the factory and replaced them along with the ring gear carrier and bearings.

Our problem now is that we are unable to take it out of four-wheel drive without backing up and going forward and "feeling" it out of drive. Also, we checked and the front wheels are turning faster than the rear wheels. Front wheels will turn one and a fourth times to one time on rear wheels.

We are wondering if this is a



Help your customers be safe and sure with every stop!

Satisfied customers are your best assets—don't gamble with their safety! Your state law may already require the use of an SAE 70R1 heavy duty brake fluid. Sell them Puritan Super 60—it does a better, safer, surer job. Here's why:

- **Highest Heat Resistance**—safety margin over 400° F.
 - **Highest Rust Resistance**—chemical inhibitors provide unequalled moisture protection.
 - **Proper Viscosity**—at both high and low temperature extremes.
 - **Chemically Stable**—won't break down. Always gives safe, sure stops.
 - **Compatible**—mixes with all other brands.
- Puritan Super 60 meets and exceeds these and all other SAE 70R1 specifications.



OLIN MATHIESON CHEMICAL CORPORATION

Automotive Products Department • Baltimore 3, Maryland



"They bite the road like a bulldog!"

"Let's face it. Most cars have plenty of horsepower these days. But what a lot of 'em need is more *stopping* power."

That's veteran test driver Dick Schanz talking. "I've tested all kinds of cars in the past few years. And a lot of the '57 jobs have about the same braking capacity they did three or four years ago—even though they've more than doubled horsepower."

Ordinary brakes all have the same basic fault: They fail to bring the *full* brake lining area into contact with the drum, side to side and end to end.

Not so with Dodge Total-Contact Brakes. As the name states, they're designed for total contact to give faster, more predictable response, greater stopping power, less brake fade even after repeated high-speed "panic" stops.

"Take it from me," says Dick Schanz, "I've tested 'em all and these Dodge brakes are the greatest. They bite the road like an ornery bulldog."



Step into the wonderful world of Autodynamics

SWEPT-WING

'57 Dodge

ORDINARY BRAKES all have shortcomings



Tilt—Lack of two-sided support for the brake shoe web and the hydraulic cylinder can cause the shoe to tilt and make uneven contact with the drum.

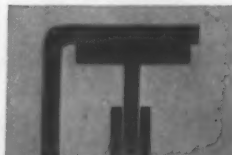


Inflexible web—Drums distort during high-speed braking, when brake shoes push outward. The rigid webs do not let shoes adjust to fit drum.

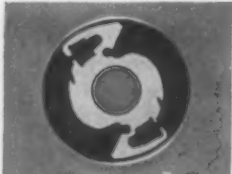


Fixed anchors—Anchors on ordinary brakes cause shoes to press unevenly against drums. One end makes contact first, because one end is activated first. Other end revolves around anchor, causing uneven contact.

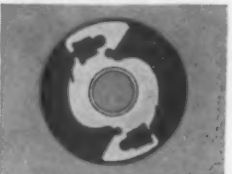
TOTAL-CONTACT BRAKES have these advantages



No tilt—Two plates support shoe webs, direct shoe squarely against drum. Brake response is faster with shoes positioned close to drum.



Flexible web—Total-Contact brake shoe webs are flexible. Lining surface can follow distorted contour of drum during high-speed braking.



Floating shoes—Total-Contact Brakes have "floating" shoes. Instead of rotating around an anchor, the shoes move outward evenly, guided by support plates. Shoes work together—not one, then the other.

natural thing with a four-wheel-drive jeep, or if we have done something wrong. It is practically impossible to get it out of four-wheel drive without a lot of maneuvering. The front wheels turning faster than the rear ones is also puzzling.

Any information or help you can give will be greatly appreciated.

V. L. TATE,
Shop Foreman,
Panhandle Chevrolet
and Implement Co.
Judging from the information

given, we think that in some way two different ratio ring and pinion gear sets have been installed in your Willys. This is indicated by the fact that front and rear wheels turn at different speeds of rotation. This should not be the case and, of course, affects the four-wheel-drive operation of the unit.

We suggest that you recheck the ratios thoroughly and if you should need further information write to Willys Motors, Inc., Zone Office, 5220 Neosho Ave., Kansas City 3, Kan.

CUSTOMER ALWAYS WRITE

Credit goes to Edward MacClements of Automotive Electric Associates, Inc., Charlotte, N. C., for the following credit story:

"The credit department of the Hudson's Bay Co. received this letter from a Canadian farmer:

"I got your letter about what I owe. Now be pachant. I ain't forgot you. When I have the money I will pay you. If this was the Judgment Day and you was no more prepared to meet your Maker than I am to meet your account, you sure would go to hell. Trusting you will do this."

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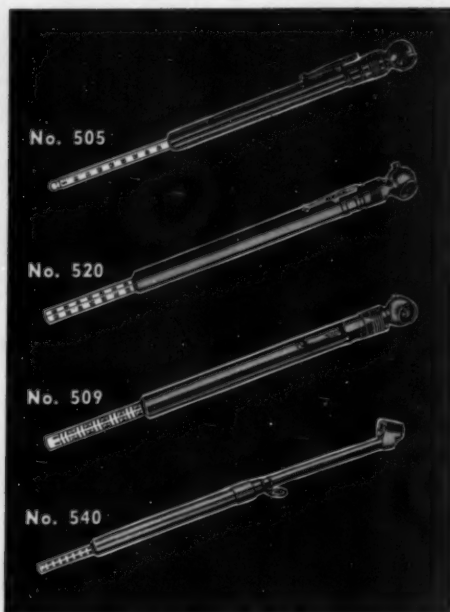


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These gauges are easy to read.

No. 505 — Tractor tire pencil gauge. Calibrated 5 to 50 lbs. in 1 lb. units.

No. 520 — Truck tire pencil gauge. Calibrated 20 to 120 lbs. in 2 lb. units.

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No. 540 — Chrome plated service gauge. Calibrated 10 to 120 lbs. in 2 lb. units.

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FREEDOM'S REWARDS

A twice-wounded Hungarian, who fled his country during the uprising last October, left his new-found job at Ford Motor Co.'s Rouge plant last month to deliver the first steel-top convertible automobile to Washington for use by the White House.

Joseph Szalai with Mrs. Szalai and their 16-year-old son, Joseph, took a Ford-sponsored "freedom tour" of the capital after the car was delivered.

A machinery repairman in the Rouge plant where the steel-top "Skyliner" convertible was built, Szalai says his daily wages now equal what he and his wife both earned together by working a full month for a Hungarian mill under the Communist regime. Since his arrival here, he and his wife have acquired a 27" television set, a washing machine and a kitchen range.

During the uprising last October, Szalai and other Hungarian freedom fighters crowded into Stalin Square in Budapest to demand political freedom and, as a symbol, pulled down Stalin's statue. He was hit in the arm by a Communist bullet but continued in the revolt until he received a leg wound. He decided to leave the country after the family next door was taken away in the middle of the night and never heard from again. On his 80-mile flight to the Austrian border, he wore out a pair of shoes.

Szalai and his family rent a five-room apartment in Detroit for \$55 a month, compared with the \$30 they paid to share three rooms with two families in Budapest. His annual salary now totals about \$5,000 a year for a five-day week.

He said he felt indebted to the president for "my new country."

The greatest jack values in history!

BUILT

BY JACK SPECIALISTS...

SOLD

BY JOBBERS EVERYWHERE...

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12-TON D-8.7

Today's most widely used fleet shop model lifts heavy trucks, buses, trailers. Exceptionally wide lifting range for its capacity... from 8 1/2" up to 18 1/2".

Prices subject to change without notice

none built so rugged...

none priced any lower... none so readily available!

- Blackhawk gives you everything you want in a jack.
- Blackhawk gives you safe, sure, dependable lifting.
- Blackhawk gives you lifetime service.
- Blackhawk gives you easy maintenance with — 68% parts interchangeability.

Blackhawk gives you fast, expert service with its national network of automotive jobbers and warehouses, its world-wide franchised service depot organization.

Yes, on every count, Blackhawk gives you the *greatest jack values in history!* Call your automotive jobber today for an interesting Blackhawk "Jack-in-a-Pak demonstration. He's waiting to serve you right now.



Make your next jack buy a

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BLACKHAWK MFG. CO., DEPT. J-457, MILWAUKEE 46, WISCONSIN

Announcing... the **ALLEN**

A plan of Preventive

Means More



PM

MMP

Maintenance for your customers that Profit for You!

Yes . . . here it is! The opportunity you've been waiting for . . . the opportunity to step into the highly profitable tune-up business almost overnight. Allen's amazing PM plan makes it easy and simple . . . gives you a profit service that your customers are demanding. This is PM—Preventive Maintenance! It sells!

Allen has created three special PM packages. Each one consists of basic tune-up equipment, operator instruction and proven merchandising aids . . . and each kit is tailored to a particular volume of business and pocket-book. You select the PM package that meets your needs . . . and, Mister, you're in business! Add to this tune-up profit, the increased sales of plugs, points, condensers, batteries, etc. Also, services such as tune-up will increase gasoline sales. Mister, Allen's PM Means More Profit for you!

How do you get started? Allen wipes out any mystery in tune-up. You and your Allen wholesaler intelligently analyze your operation, review maintenance services of other successful operations, investigate the educational assistance . . . and then decide what you need.

Merchandising Aids! To help you profit from your PM service, you get a galaxy of outstanding merchandising aids: a 6 foot Day-glo banner, car owner leaflets, PM operator lapel buttons, tune-up work sheets, procedure manuals . . . everything needed to spark tune-up sales.

Call Your Allen Wholesaler Now . . . and get all the facts! Increase your income . . . beat competition . . . satisfy more customers. Ask about Allen's PM Plan. Act now!



ALLEN

Electric and Equipment Company

KALAMAZOO, MICHIGAN

Canadian Branch: Walkerville, Ontario

Dear Bill,

This has been a month of "ghosts."

The customer drives in and gives us his symptoms. We make our diagnosis, hand the work order to the mechanic—and he comes back with the news that he hasn't found anything that could have caused the complaint. Things like this shake your confidence.

Take the case last week where the owner complained about a "rough engine" when it was cold and also when driven slowly after



MINIMIZE VALVE BURNING with RMC "Heat Band" Valves

Is your engine burning valves? Correct it **rmc** "Heat Banded" valves, featuring—a layer of special "Non-Burning" alloy fused around the top—outer edge—of the valve and **rmc** "Hand Welded" Stellite faces.

rmc heat bands cut valve burning to a minimum—increase valve mileage. They cost more, are worth more. Savings in down time make them the most economical to use. Also available in solid stem replacements for Sodium valves.

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CORPORATION

— BASE VALVE MANUFACTURING

FOR ORIGINAL EQUIPMENT

SINCE 1908

it had normalized. I found the thermostat was working and that the automatic choke was free and operating. Sent the job back to the shop to have the job tuned and mentioned checking the heat control valve. The mechanic comes back and says, "What heat control valves?"

This one wasn't too rough, for a second look showed that he had had a set of dual exhaust headers installed on his engine, so the cross-over pipe with the original control valve was gone. We pulled the left exhaust pipe at the manifold flange and found he had one of those internal-type thermostatic valves — and it was inoperative. Got him a new one at the hot-rod store and the job was okay.

Soon after that the same tune-up mechanic drew another job with no apparent cause for a stall, which had been the trouble that brought the job in. We figured the time of the trouble, atmospheric conditions and temp at that time, and convinced ourselves and the customer that he must have had an icing condition in the carb throat and butterfly, which must have been fairly accurate, since he hasn't had the trouble since. Keeping our fingers crossed. In cases like this we take the customer into our confidence, let him know he is "testing" the job for us—and then he will report back instead of going elsewhere if it re-occurs.

Replacing a fuel pump that was only slightly low in pressure cured a stall problem on a dump truck that has a long, hard pull out of a quarry but showed no other weakness in any other point. Our guess was that it overcame a vapor lock that the weaker pump couldn't handle.

You never actually feel victorious over these ghost griefs which occur only when you aren't around and leave no clue other than the customer's description. You hope

25th Year at the INDIANAPOLIS "500"

16th Year in the Saturday Evening **POST**

BOTH unchallenged
PROFIT EXTRAS
for Bear Shops!

BOTH incomparable
business-builders for
BEAR SERVICE
Operators!

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popularity builders
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BEAR SIGN!

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DRIVING**



Get a Car Full of **3-WAY SAFETY!**



Be sure you can STOP quick enough, STEER sure enough, SEE fast enough! Get a Bear Safety-Check for the peace of mind that makes for happier driving. You can be sure your car is 3-way safe, when it's been checked by experts at the sign of the Happy Bear!

Get a Car Full of **NEW-CAR COMFORT!**



Break the fatigue barrier! Relax while you drive! Make even the long trips pleasant family experiences... arrive refreshed, ready for fun. Have Bear Comfort-Ride experts check all ten vital Comfort Points on your car.

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Yes, sir, the Happy Bear Sign is economy headquarters for happy drivers! When engine, transmission and the entire power train are "performance-proved" on the new Bear Automot System, repair bills drop to an all-time low... while performance hits an all-time high!

It's **DANGEROUS** and **COSTLY** to assume
your car drives right... rides right!
get this **FREE FACTS BOOKLET** now...

The things you DON'T KNOW about your car may be the most dangerous and expensive! This fact-packed, illustrated booklet tells why you need an expert to perform such vital services as wheel alignment, wheel balancing and related services. It tells you why a misaligned front end can kill without warning... it shows how an out-of-balance wheel can cause accidents and costly repairs!

It is foolhardy to wait until you "hear a noise" or "feel something"... it illustrates just how important these services are to the comfort and safety of you and your family. Don't drive another mile without this booklet... it can save you money, car troubles and maybe your life! Get a free copy from the friendly Bear man in your neighborhood.

SEE THIS AD IN THE MAY 25th POST

you made the correct guess, yet you always feel uneasy that the ghost may walk again, proving that you made a wrong guess. It's things like these that make the job interesting though. It would be mighty dull around here if all the work ran off the file with assembly-line precision.

The word is out now for everyone to begin watching for tire, cooling system and other possible troublemakers for the coming hot weather. The customer likes you better if you get the jump on a

trouble source before it jumps him.

Yrs,
Ed.

Liquid-Cooled Brake

(Continued from page 70)

brake lining) or by brake pedal "washout" (heat expansion of drums).

Company officials said that tests indicated the original linings for the new brake would be good for better than 100,000 miles, or approximately three times the

normally expected mileage of conventional linings.

The liquid-cooled brake is so simply designed that two experienced brake servicemen can install it on a stock passenger car in about three hours. It also is "surprisingly inexpensive," company officials said.

The new brake has undergone extensive tests.

In addition to its use on passenger cars, it has many other applications, both as a brake and as a clutch. B. F. Goodrich Aviation Products is adapting it for aircraft use. National Supply Co., reportedly the world's largest manufacturer and distributor of oil field equipment, is making prototypes for use on rotary drilling rigs. Wagner Electric Corp., a leading manufacturer of brakes and brake parts, is also carrying on an active field testing program.

While company officials offered no comment, their test arranged for engineers at Detroit obviously was designed to impress car factories with the potentialities of the new product, coming at a time when wider and wider drums and lower-slung cars are multiplying the engineering problem of cooling brakes promptly after they have been applied. The gradually rising average speed of American motorists, with higher averages anticipated with the coming of still better highways, has also complicated the headache of how to improve braking efficiency.

Inspections Aid Volume

(Continued from page 54)

makes a special price worthwhile. Here are a few examples of what a lube rack can do for you:

A customer brought his car in for its regular lubrication. On the rack we noticed at once that the outer shield covering of the muffler was deteriorating, had a hole burned right through. We showed it to the customer and a replacement brought a \$17 muffler sale.

In another instance we observed, in driving a customer's car onto the lube rack, that it was not shifting properly. We suggested a clutch adjustment and when we found that it would not take an adjustment satisfactorily, recommended a replacement. We replaced a release bearing, clutch disc and pressure plate, a sale that amounted to \$45.

A lube rack offers an opportunity to realize volume, if you are alert to a car's needs.

HYDRAULIC VALVE TREATMENT

For Top Engine Performance



CORRECTS!

- Frees hydraulic valve lifters
- Permits valve lifters to operate quietly
- Dissolves engine sludge and varnish
- Increases power and gas mileage



MAINTAINS!

- Keeps valves and lifters free
- Cools as it lubricates
- Protects engine parts
- Increases the life of your car

DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!

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Guides TO SAFER NIGHT DRIVING FOR 1957 GENERAL MOTORS CARS

Autronic-Eye available at extra cost. View-Finder Mirror standard on some models . . . available at extra cost on others. T-3 headlamps standard on all models.



automatically operates your headlamps . . . you devote full attention to the road ahead!



reduces blinding rear view headlamp reflection . . . with fingertip control!



assures more light aimed right . . . essential for safe night driving!

BRIGHTEST NAME IN LIGHTS

Guide

GUIDE LAMP DIVISION  GENERAL MOTORS CORPORATION • ANDERSON, INDIANA



Fram Corp.'s new 60,000-square-foot branch plant in Birmingham, Ala., with ample manufacturing and office facilities, is currently turning out automotive intake silencers as well as carburetor air filters and component parts.

Dodge, Plymouth Tailgate

(Continued from page 69)

panel provide for slight up-and-down movement and the tapping plates in the body provide adjustments from side to side and fore and aft at the bottom of the tailgate. Further fore and aft adjustment can be obtained by moving the strikers in or out as described.

3.—After the tailgate has been properly adjusted in the body opening, tighten all screws securely.

Removal and installation of window regulator:

To remove or install the window regulator, proceed as follows:

1.—Open the tailgate and remove the manual handle (if so equipped) and the inner trim panel. Remove the outer handle.

2.—Remove the retainer washers that hold the regulator arms to the window lower frame. Disengage the arms.

3.—Remove the regulator attaching bolts and lift the regulator and motor (if so equipped) out of the tailgate.

When reinstalling the regulator, coat all moving parts with Lubriplate. Position the regulator in approximate location, then install the attaching bolts. Be sure that the regulator is installed in such a manner as to allow travel in both directions.

Removing or installing tailgate latch control cable:

Should it become necessary to remove and install the tailgate control cable, proceed as follows:

1.—Open the tailgate and remove the inner trim panel and handle (if so equipped).

2.—Remove the control cables.

3.—Install the new cables and adjust by loosening the screw that holds the adjusting bracket (located under the inner lip of the gate inner panel) and insert the cable in the proper groove to apply tension. Tighten the screws securely.

4.—Reinstall the trim panel and the regulator handle (if so equipped).

It Pays TO USE THE Best

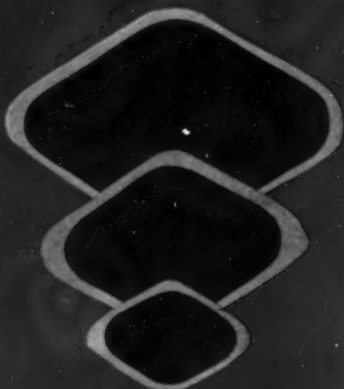


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"SIZZLE PATCHES"

It's easy and profitable to repair tubeless tires and tubes when you use Monkey Grip products. High quality material, design and workmanship means a safer, longer lasting repair, giving you customer satisfaction and repeat business. So use the BEST... use Monkey Grip Tire and Tube Repair Materials! Ask your jobber for information on Monkey Grip Products.



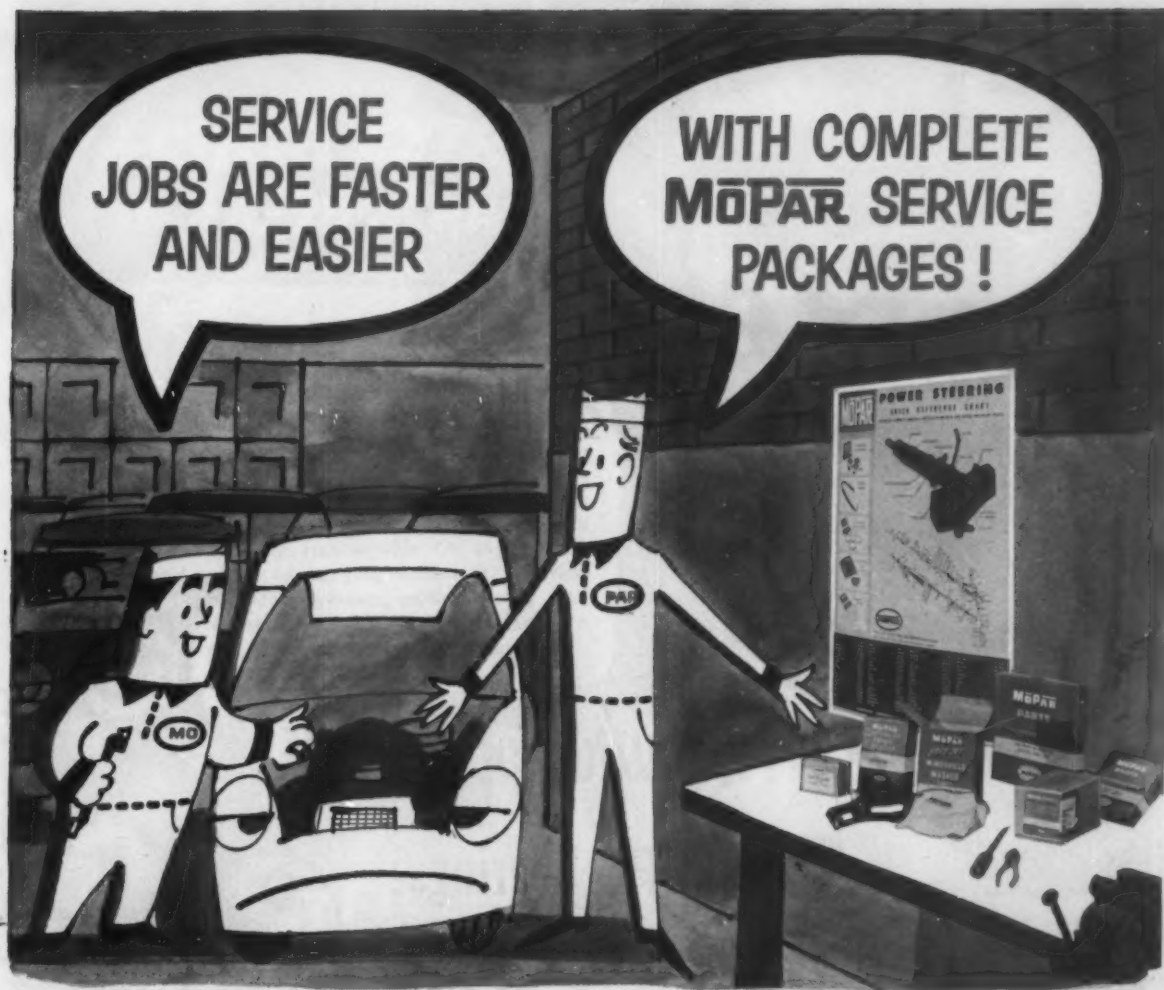
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Do just about any service job the easy way with MoPar Service Packages. They give you the parts you need for each job. And you're sure that every part is an official, authentic MoPar Part, precision-made to fit Chrysler Corporation built cars. Order a complete line of convenient service packages today from your MoPar wholesaler or local Plymouth, Dodge, De Soto, Chrysler, Imperial or Dodge truck dealer.



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DETROIT 31, MICHIGAN

Get a free MoPar Wall Chart for servicing a PowerFlite Transmission . . . Power Steering . . . Torsion-Aire Suspension System. See exactly what you need for each job, at a glance. Call your MoPar wholesaler or send the coupon:

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Yes! Send me these handy, helpful wall charts:

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MONMOUTH* bearings!



no trouble, no kickbacks"



*The words Monmouth, Clevite, and Micro are registered trade marks of Clevite Corporation.

From your N. A. P. A. jobber you can quickly get Monmouth Micro* or Clevite* 77 engine bearings . . . the *complete* line . . . precision and performance engineered for *every* car, truck, bus or tractor. While you're there, ask him for a free copy of the helpful, 100-page "Mechanic's Engine Bearing Reference Manual".



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is a Good Man
to Know!*

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Cleveland 3, Ohio

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The sleek beauty of ECHLIN Molded Parts is much more than skin deep. For, the beautiful, high-lustre finish of these famous Electrical Parts adds greatly to their dielectric strength which resists electrical breakdowns. This assures you of longer, trouble-free service. On every tune-up and engine repair job, inspect the molded parts for burned segments, carbon tracks and corroded tower inserts... for the best preventive maintenance always replace with ECHLIN!

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BUY BETTER
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Lincoln Division of Ford Motor Co. opened its new national headquarters April 15 in the Novi-Wixom area 28 miles northwest of Detroit. One of the largest and most modern automotive facilities built in Michigan since World War II, it is second in size to Ford's Mahwah (N. J.) and Dearborn Rouge operations. The plant has an annual production capacity of 112,000 cars on a straight-time basis and will employ 5,000 persons with an annual payroll of \$30 million.

Helping thousands of dealers make more money!

Pick BRAKE SAFETY CHART



Get this FREE chart... another Pick sales tool to build your profits!

You get more from Pick . . . "like new" exchange shoes . . . quick service . . . complete coverage . . . PLUS the tools to help you sell! The Brake Safety Chart is one of these tools that make profits greater for thousands of dealers by helping them sell the complete job—the *pedal-to-wheel* job! Ask your Pick wholesaler for your chart . . . let it start working for you now.

PICK MANUFACTURING COMPANY
West Bend, Wisconsin

"Hot-Shotting"

(Continued from page 61)

A Kentuckian reported the situation "spotty with a few pet accounts," but "in the territory we work outside our city we prepay on \$50 or more or have salesmen deliver."

A North Carolinian said the picture was not so bad. "Some jobbers' trucks follow the salesmen," he said. "Our trucks make three trips a week. Our salesmen deliver some orders. There are two more jobbers here now."

"We believe the manufacturers will soon go direct or the jobber will sell retail at wholesale prices."

A Virginian observed:

"The situation here (a small city) is not so bad. 'Hot shot' delivery is expensive but necessary and the best means of combating car-dealer competition."

"There is plenty of good profitable business in your own backyard. Profit is far more important than volume."

A Tidewater Virginian said the situation in his area wasn't so bad. He is "just meeting the competitive condition. There are too many sources of supply and none of us wants to go out of business."

At Texarkana, Texas-Ark., the jobbers cooperate on two daily deliveries—at 10 a.m. and 3 p.m., said an executive.

"There are times when our

Blackhawk

THE AUTOMOTIVE SERVICE MONEY-MAKING TOOLS FOR AUTOMOTIVE MECHANICS

Every day, more and more Mechanics are turning to BLACKHAWK Tools because they are impossible to beat in professional, money-making automotive service. These great Tools have the precise fit, perfect balance and rugged turning power you simply must have for expert repair work on today's cars and trucks. Moreover, they're job-engineered for you—made by mechanics for mechanics with that famous, perfect fit—on the nut!

The complete BLACKHAWK Line of Sockets and Drive Parts gives you the alloy steel "muscle" to handle the toughest nut-turning jobs with ease. And, their triple-plate Chrome finish guarantees a lifetime of great service to you. Your Jobber can put these Tools in your hands quick! . . . call him today for the money-making Tools that should be in your Kit, right now. The New Britain Machine Co., New Britain, Conn.

PLUS—THESE NEW FORDOMATIC TRANSMISSION TOOLS



FOR EXTERNAL ADJUSTMENTS
ON FORDOMATIC TRANSMISSIONS

TWO SERVICE BOARDS

Here are the famous BLACKHAWK Automatic Transmission Tools that have opened the big field of automatic transmission service and repair to Shop Mechanics. These 2 new Service Boards give you all the Tools you need for FORDOMATIC External and Internal service and repairs. Ask your Jobber about this money-making set-up, plus the Tools for HYDRA-MATIC and other transmissions.



FOR INTERNAL SERVICE AND
FORDOMATIC TRANSMISSION REPAIR



Blackhawk TOOLS

NEW BRITAIN, CONN.

salesmen deliver small orders," he added. "Our strongest competition here in delivering is the car dealer."

A Dallas, Texas, executive said the situation wasn't so bad, adding, "We receive many compliments on our delivery service because we established a timed schedule for delivery runs and have published that schedule for our customers' benefit. We adhere strictly to the schedule."

A veteran Charlotte, N. C., wholesale house's executive said:

"We have some competitors who do offer 'hot shot' delivery. We have two trucks, one leaving on the hour in one direction and the other leaving on the half hour in the opposite direction."

An Alabamian said the establishment of a branch at the other end of his city "did not help as much as we expected."

A Miami, Fla., wholesaler asserted:

"Some small jobbers have made it tough close to their places of business. We have asked our sales-

men to concentrate on selling stocks of merchandise, making fewer deliveries necessary."

The situation is still "bad," said a Norfolk, Va., owner, "after adding trucks and associate stores in strategic locations."

At Wilmington, Del., "we were forced into four city deliveries per day—costly and ridiculous—but our only recourse," said a respondent. "Large concerns give 'hot shot' delivery to select accounts and small and new concerns give it to everybody."

A North Carolinian said:

"Our biggest worry is delivering small items, which we lose money on. Everybody wants it in three minutes after he calls, even though he may be two miles away."

"We have tried to get the parts houses here to get together and try to work something out, but you cannot get any cooperation. There is always one who will not go along on anything you try to do and we have it here."

Salesmen Make All Deliveries

Salesmen make all deliveries for a Kentucky company.

A Fort Lauderdale, Fla., firm has its salesmen deliver some goods. It offers an extra discount for stocking merchandise.

A Spartanburg, S. C., wholesaler said conditions there were "awful." Salesmen deliver "all they can, but this is no answer," he said.

"Trying to render a service that isn't feasible is like trying to live up to someone else's reputation—in most cases impossible," he added.

"Our spot delivery so-called service defeats all efforts of a salesman. You can't do business from an empty wagon but you can rest assured most people will try it if they think they can get immediate delivery. In trying to help our customers we help them defeat their accomplishment by leaving them under the impression that they can operate a volume business from hand to mouth."

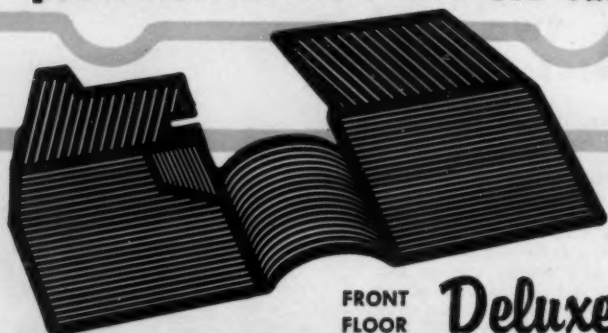
"We help them get started in business with low inventories and those who succeed—very few—are taken over by the oil companies or out-of-town jobbers when their volume reaches the desired level, because neither the oil companies nor the out-of-town jobbers have the delivery expense that we have."

"Any criticism is constructive and not intended as a slur at any of our good customers who might

(Continued on page 102)

Presenting...

the new, modern, 1957 mat protector for new and old cars



FRONT FLOOR **Deluxe FLOOR PRIDE**

Newest Accessory for Car Dealers & Service Stations

It's the protector mat that new car owners want and that new car dealers can sell on sight. Deluxe Floor Pride is the newest idea in mat protectors—it gives full-floor protection door-to-door and over-the-hump. Protects 1957 car mats from soil and wear—covers worn spots in older models. It's the hottest car mat protector yet! Available in Red, Blue, Green, White, and Black colors.



matching **Deluxe MINUTEMAT**

The rear-companion mat to Deluxe Floor Pride. In matching colors and design. Deluxe Floor Pride and a Minutemat are the answer to full-floor car mat protection, front and rear.

FRONT or REAR

Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO

win a \$1,000 U.S. Savings Bond

OR ONE OF 9 OTHER PRIZES

YOU
CAN
WIN...

1st prize
\$1000 SAVINGS BOND

2nd prize
\$500 SAVINGS BOND

3rd prize
\$200 SAVINGS BOND

4th prize
\$100 SAVINGS BOND

5th prize
\$100 SAVINGS BOND

6th prize
\$100 SAVINGS BOND

7th prize
\$50 SAVINGS BOND

8th prize
\$50 SAVINGS BOND

9th prize
\$50 SAVINGS BOND

10th prize
\$50 SAVINGS BOND

name the mileage on these
CL-77 bearings

Name the mileage on the CL-77 bearings pictured here and you can pocket as much as \$1000 in savings bonds. The closest estimate wins. Nothing to buy . . . no slogans to write. Just send in your estimate on the entry blank below.

This set of famous CL-77 bearings was subjected to heavy duty wear for a substantial number of miles. These copper lead bearings with the precision plated overlay were removed from a truck that saw plenty of rugged service on all kinds of roads, in all kinds of weather. The mileage is not abnormal . . . not for CL-77 bearings. And micrometer tests show wear of only three-ten-thousandths (.0003) of an inch.

Send in your estimate today. It may make you \$1000 richer. And for your heavy duty bearing requirements, remember always to specify CL-77 bearings.

T.P. Thompson
Service Sales

DIVISION OF
Thompson Products, Inc.
CLEVELAND 3, OHIO

Thompson Service Sales, CL-77 Bearing Dept. SA
6402 Cedar Ave., Cleveland 3, Ohio

I believe that the CL-77 Bearings pictured have been in use for _____ miles.

Name _____

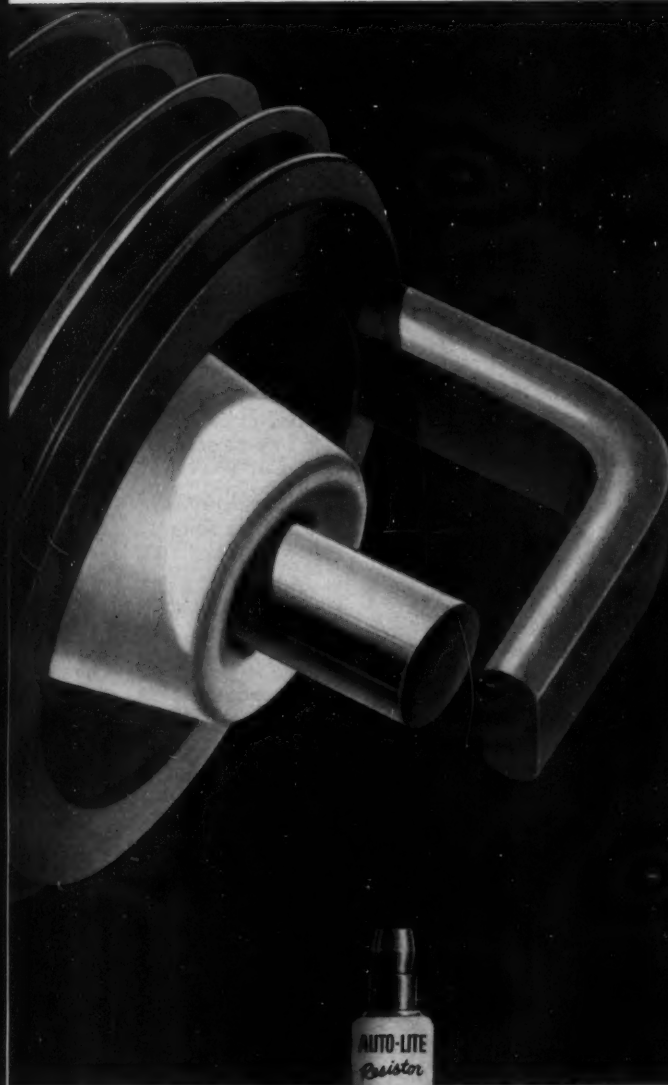
Address _____

City _____ Zone _____ State _____

(Contest closes midnight June 30. Any resident of the U.S.A. may enter except employees of Thompson Products or their advertising agency and their families. In case of ties, entry bearing earliest postmark wins.)

Send entry to:

Install POWER TIP to "fire up"



BUICK

1949-53 Except V-8.....AR82
1953-55 All V-8.....AR52
1956-57 All V-8.....AR42



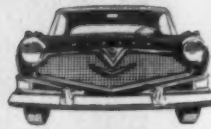
CADILLAC

1949-54 V-8.....AR82
1955 V-8.....AR52
1956-57 V-8.....AR42



FORD

1952-54 6-cyl. O.H.V.....ARL82
1954 V-8 O.H.V.....ARL82
1955-56 All 6-cyl. V-8, T-Bird...BRF82
1957 6-cyl. & Cust. V-8.....BRF82
1957 Other V-8 & T-Bird...BRF42



HUDSON

1955 V-8 7/16" Reach.....ARL82
1955-56 V-8 3/4" Reach.....AGR52
1955-57 Metropolitan.....AGR52
1956 Hornet Spec. V-8.....ARL82
1957 All Models.....ARL82



OLDSMOBILE

1949-54 V-8.....AR82
1955 V-8.....AR52
1956-57 V-8.....AR42

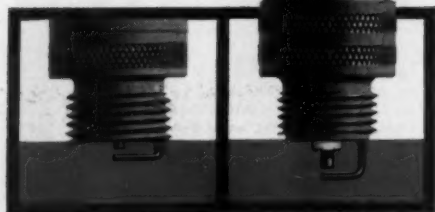


PACKARD

1955 V-8 7/16" Reach.....ARL82
1955-56 V-8 3/4" Reach.....AGR52

THE PROTRUDING TIP

MAKES THE
BIG DIFFERENCE



Ordinary Tip

Power Tip

AUTO-LITE[®]

RESISTOR SPARK PLUG WITH POWER TIP

Auto-Lite makes a complete line of spark plugs, including Standard, Resistor, Small-Engine, Transport, Aircraft, and Diesel-Starting.

today's engines at all speeds!



CHEVROLET

1949-53.....AR82
1954-57 6 and 8.....AR52
1953-57 Corvette.....AR42



CHRYSLER

1951-53 All V-8.....AR82
1954 All V-8.....AGR82
1955 V-8 Except Windsor & C-300.....AGR52
1955-56 V-8 Windsor.....AR52
1956-57 New Yorker.....AGR42
1957 V-8 Windsor.....AR42
1955-57 C-300 Series.....AGR42



DE SOTO

1952-54 All V-8.....AR82
1955 V-8 (Firedome S22).....AR82
1955 V-8 (Firelite S21).....AR52
1956 V-8 (Exc. Adventurer).....AR52
1956-57 Adventurer.....AR42
1957 All V-8.....AR42



DODGE

1953-56 V-8 Except D-500.....AR52
1957 V-8.....AR42
1956-57 D-500.....AR42



IMPERIAL

1951-53.....AR82
1954.....AGR82
1955.....AGR52
1956-57.....AGR42



LINCOLN

1952-54 V-8 O.H.V.....ARL82
1955 V-8 All.....BRF82
1956-57 V-8 All.....BRF42
1956-57 Continental.....BRF42



MERCURY

1954.....ARL82
1955-56.....BRF82
1957.....BRF42



NASH

1946-56 O.H.V. Models
1/8" Reach.....AR82
1953-57 O.H.V. Models
7/16" Reach.....ARL82
1955-57 O.H.V. Models
3/4" Reach.....AGR52



PLYMOUTH

1955-57 V-8.....AR52
1956-57 V-8 Fury.....AR42



PONTIAC

1955-57 V-8.....AR52



RAMBLER

1956-57.....ARL82



STUDEBAKER

1951-57 O.H.V. Except Golden Hawk.....ARL82
1956 V-8 Golden Hawk.....AGR52

Today's engines and today's driving demand **POWER TIP** for top customer satisfaction

Performance tests on these 1957 cars prove it again! Auto-Lite Resistor Spark Plugs with Power Tip "fire up" high-horsepower engines for top performance and economy at *all speeds*—from start-and-stop city driving to superhighway cruising. Here's why...

At *low speeds*, the projecting Power Tip gets hot fast, operates hotter to burn away fouling deposits which impair engine performance in city driving. At *high speeds*, the Power Tip takes full advantage of

the cooling intake gases to check power-wasting pre-ignition caused by overheated spark plugs.

In *all* modern overhead-valve V-8 engines and in most overhead-valve 6-cylinder engines, you can be sure of top customer satisfaction with Power Tip. For more satisfied customers and greater profits, *standardize* on Power Tip for all overhead-valve jobs *today!*

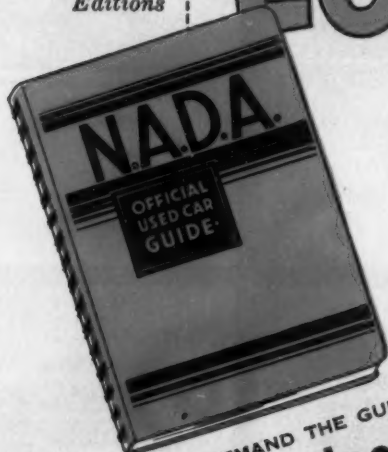
THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO



The Imperial LeBaron four-door Southampton hardtop features solid-color broadcloth interior, 325hp engine, horizontal dual headlights, plus standard equipment of any Chrysler Corp. car, and is available in 21 solid colors.

Published
Every
30 Days in
6 Regional
Editions

LOOK



A must in today's
competitive automotive
field, where you need
continuous
up-to-the-minute
market information.

BY POPULAR DEMAND THE GUIDE CONTAINS
Average Wholesale Value

ONLY
\$8.00
PER YEAR

Quantity Prices on Request

In addition
you get many other
outstanding features
found in your
NADA Official
Used Car Guide

**AVERAGE RETAIL
AVERAGE LOAN**
(in most areas)

**IDENTIFYING
SPECIFICATIONS**

**NATIONAL AUTOMOBILE DEALERS
USED CAR GUIDE CO.**

2000 K Street, N.W., Washington 6, D. C.

"Hot-Shotting"

(Continued from page 98)

have ordered a three-cent gasket delivered two miles."

One Floridian said that "hot shot" deliveries were not troublesome but that his complaint was with "wagon peddlers" cutting prices on spark plugs. Our genuine local competition is no bother."

Some wholesalers use buses to speed up deliveries to outer territory points.

At Mobile, Ala., said one wholesaler:

"The situation isn't so bad because we jobbers have put forth efforts to control it. Our customers have been helping us with our problem. In other words, education will always help. Our customers know it costs us money to give this type of delivery."

Spray Painting Course Offered by Binks

A COMPREHENSIVE course of instruction in the latest manual and automatic spray painting equipment and techniques is being offered free every month of the year except July and August by Binks Mfg. Co. at its main Chicago plant.

Each session is held over a five-day period, with enrollment limited to 25 students per class. Because of the limited size of classes, the company cautions that reservations for attendance should be made as far in advance as possible. Each student is responsible for his transportation and living expenses while in Chicago.

**About to be
Delivered!**

**DELIVERY
ROOM**

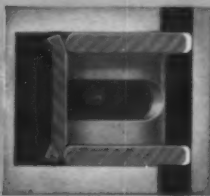


American Hammered's new Stainless Steel Oil Ring!

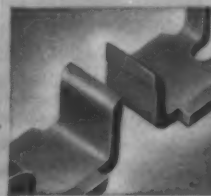
American Hammered Stainless Steel—has no tension loss at any engine operating temperature • actually hardens in use • has far greater life expectancy than any carbon steel • won't corrode or sludge.

NEW DESIGN CONCEPTS DELIVER PERFORMANCE YOU'VE BEEN WAITING FOR

**We're proud ...
but you benefit**



Side-sealing because axial pressure of the stainless steel expander forces side rails snugly against sides of groove. This prevents oil waste due to high vacuum.



No groove backing. Circumferential pressure of the expander makes the ring conform to the bore without touching the bottom of the groove.



Maximum oil control. Uniform high radial pressure against the cylinder wall assures efficient oil distribution.



Instant seating is assured by American Hammered's way of chrome plating the side rails. It breaks in fast, has twice the life of ordinary rings.

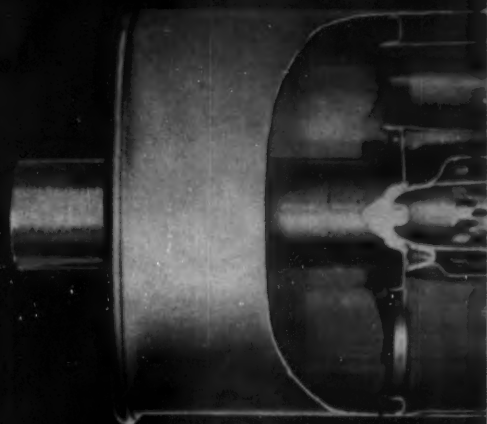
ASK YOUR JOBBER FOR FULL DETAILS

AMERICAN HAMMERED

AUTOMOTIVE REPLACEMENT DIVISION • 2001 Sanford St., Muskegon, Mich.
Manufacturers of American Hammered Automotive Replacement Piston Rings
A Division of Sealed Power Corporation

WALKER "Volume Passage" with

Dynamic Wiping Action!



IMPROVES SOUND CONTROL...ELIMINATES "COLD SPOTS"
REDUCES INTERNAL CORROSION
MAKES WALKER SILENCERS LAST LONGER!

● Again Walker "Precision Tuned" Silencers lead the way to longer muffler life with "Volume Passage," a new and advanced internal design pioneered by Walker and proven as original equipment on many of America's finest automobiles.

"Volume Passage," developed to meet the requirements of modern, high horsepower engines, uses the *entire volume of the muffler* for the return passage of the exhaust gas *instead of the third tube* . . . creating a "Dynamic Wiping Action" on all interior parts . . . reducing corrosion to a minimum.

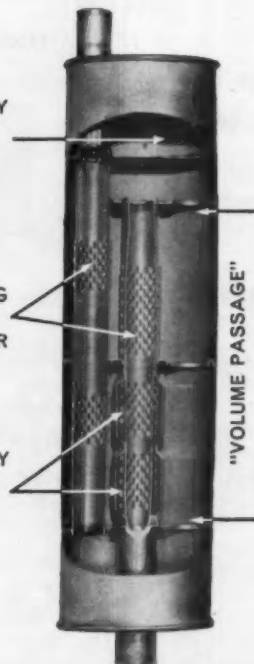
Because the hot exhaust gas sweeps back through the *entire interior* of the Walker Silencer—instead of following a course controlled by tubes—temperatures in all chambers are maintained *above* the evaporation point of exhaust condensate at all driving speeds including normal city operation.

Advanced Walker "Volume Passage" fights internal corrosion two ways . . . through "Dynamic Wiping Action" and proper temperature distribution . . . and at the same time improves sound control.

LOW FREQUENCY
SPIT CONTROL
CHAMBER

CONTROLLED
CROSS-BLEEDING
THROUGH
WALKER LOUVER

HIGH FREQUENCY
SPIT CONTROL
CHAMBERS



WALKER MARKETING CORPORATION • a subsidiary of

WALKER MANUFACTURING CO. OF WISCONSIN, RACINE, WISC.

Exhaust Silencers • Oil Filters • Jacks

WALKER

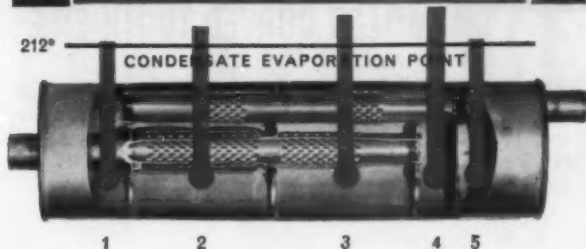
"Precision Tuned"



HOW "VOLUME PASSAGE" FIGHTS INTERNAL CORROSION 2 WAYS:

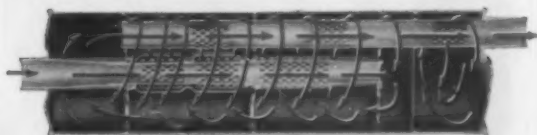
On-the-car thermo-couple equipment measures temperatures by individual chambers

Walker Silencer temperatures under normal city driving conditions



1 Eliminates "Cold Spots" Throughout Entire Driving Range

This chart shows actual interior temperatures in each chamber under normal city driving measured with scientific electronic thermo-couples. Notice all zones are above the evaporation temperature of the exhaust condensate—even at low driving speeds.



2 Wipes Out Moisture With Dynamic Gas Flow Over All Parts

With "Volume Passage," the return flow of the exhaust gas sweeps back through the entire body of a Walker Silencer—outside the lowered tubes . . . creating a "Dynamic Wiping Action" on the inside of the shell and all interior parts that picks up moisture and carries it out through the exit tube.



RESULT: Excellent Condition After 19 Months of Service

Here is a Walker "Precision Tuned" Silencer with "Volume Passage" and "Dynamic Wiping Action" removed from a car after 19 months of normal driving. It is still in excellent condition . . . with thousands of good miles still ahead. Interior corrosion has been reduced to a minimum by advanced Walker design.

SILENCERS

*the right combination
of all things
for longer muffler life*

*designed for smooth, fast
filing of accurate contours*

HELLER
Flexible **VIXEN®**
FILES

Adjustable to either concave or convex shape, Heller flexible VIXEN® files are particularly adapted to any type of work where an accurate curved surface must be achieved.

The deep gullets and wide pitch designed into the milled curved-teeth of VIXEN files prevent clogging or loading . . . even on soft metals and fibrous materials. The special undercut of the VIXEN's teeth takes a deep bite . . . and leaves a smooth, scratch-free surface. Available in the rigid tang, as well as the flexible type.

No other milled curved-tooth file equals the original VIXEN.

**HELLER
VIXEN®**

MILLED CURVED TOOTH FILE

IDENTIFY VIXEN FLEXIBLE BY THE WHITE ENVELOPE . . . VIXEN RIGID BY THE WHITE TANG

Try These Other Famous
HELLER BRAND FILES:



HELLER TOOL CO.

Subsidiary of Simonds Saw and Steel Co.

NEWCOMERSTOWN, OHIO

Branches: New York, Detroit, Chicago, Los Angeles



YOUR HELLER DISTRIBUTOR CAN SUPPLY ALL YOUR FILE NEEDS

KNOWS THE SCORE... EARN'S MORE!



UPPED HIS EARNINGS WITH ROCHESTER TRAINING

Car owners want an *expert's word* when carburetors are involved. Your shop can become carburetor headquarters whether the problem's jets or floats . . . pistons or plungers!

That's why the absolutely free Rochester Training Course, given by GM and UMS experts, means more customers, more money, for you. And as a Rochester specialist, you'll handle *all* your work more efficiently . . . even veteran mechanics can boost their output as much as 40%. What's more, Rochester parts and kits help make your repair jobs easier! There's a kit for every job, with *just* the parts and gaskets you want. Precision-built Rochester Carburetors are standard equipment on Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.

WRITE TODAY for full details on the free Rochester Training Program: Service Department, United Motors Service Division, General Motors Corporation, GM Building, Detroit 2, Michigan.

*There's a
GM Training Center
near you!*



**Over 15,000,000 cars
on the road are equipped with**



ROCHESTER PRODUCTS DIVISION OF
GENERAL MOTORS CORP., ROCHESTER, N. Y.



Service managers from Dodge car and truck dealerships throughout the southern United States met recently with M. C. Patterson, president, and L. F. Desmond, vice-president in charge of sales, at a luncheon preceding the Dallas, Texas, regional dealers' meeting. Shown with the service managers (standing, l. to r.) are: Tom Henderson, Atlanta, Ga.; Lonnie Miller, Charlotte, N. C.; Fred Lathrop, Dallas; R. H. Kline, field manager; Patterson; Desmond; Walter Spencer, Dodge service director, and J. V. White, assistant public relations manager.

The heart of any tune-up*



***Shurhit** Assembled Contact Set and Condenser

As any mechanic knows — never replace just the points — replace both points and condenser.

Shurhit Assembled Contact Sets will save you installation time because they are completely adjusted at the factory. They are matched, mated and balanced sets. Condensers are of 100% waterproof construction with connector plate WELDED to the lead. Shurhit Products are the acme of perfection, backed by a written guarantee that protects YOU and your customers. On your next tune-up job, try Shurhit and you'll agree it's the World's FINEST Ignition.

Send for Shurhit's FREE Ignition Wall Chart Application Guide No. 94 covering all cars and light trucks.



Shurhit PRODUCTS, INC.

Waukegan, Illinois

WORLD'S FINEST IGNITION

Machine Accounting

(Continued from page 57)

all work, the tedious preparation of financial statements is now done in less than half the time formerly required by hand posting. The seven-copy statement is inserted into the accounting machine, with totals printed from the various records.

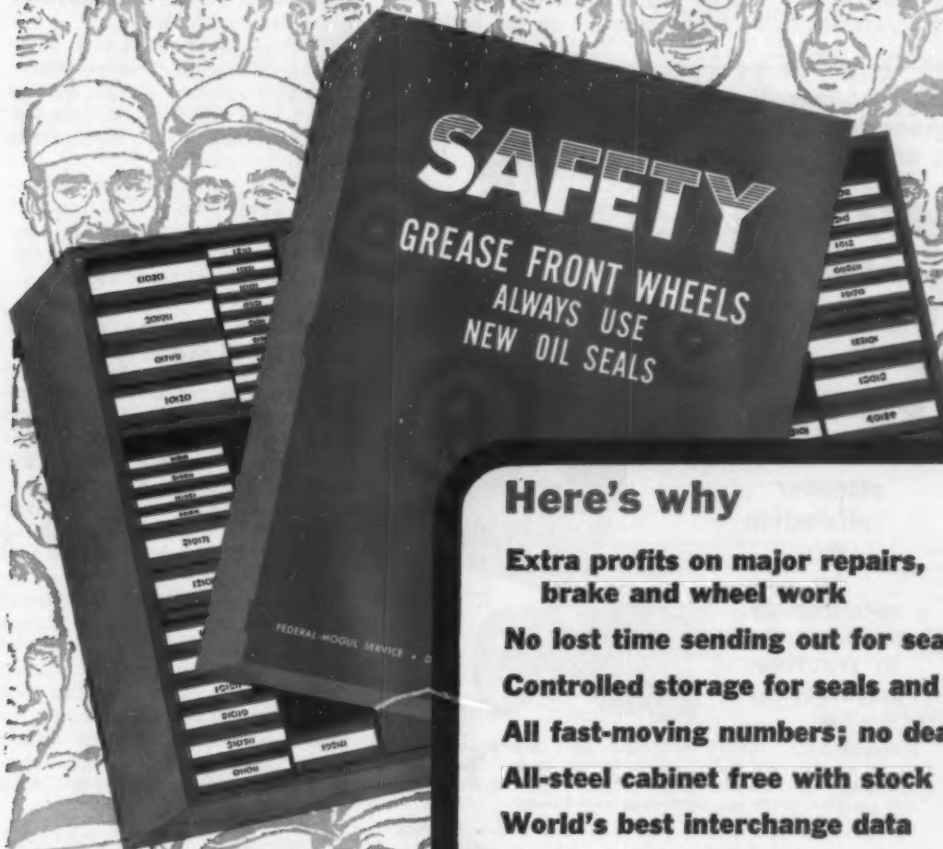
This same accumulation of to-date totals makes general ledger postings equally as easy. We are presently planning to include our general ledger in the machine work.

Thus, by installation of a single accounting machine and development of a simplified system, we have increased speed and accuracy and can maintain ever-current postings in our record work. Neater, more legible records have proven helpful to both—customers and us — with the system, as a whole, providing all pertinent data management needs to appraise current business.

Roethke Dies in Norfolk

Frederick Alexander Roethke, 65, president of F. A. Roethke, Inc., dealer in Norfolk, Va., died last month. In 1915 Roethke became president of the firm, which was established in 1907 as Roethke Bros.

45,000 shops profit daily with National's Big Red Cabinets



Here's why

**Extra profits on major repairs,
brake and wheel work**

No lost time sending out for seals

Controlled storage for seals and bearings

All fast-moving numbers; no deadwood

All-steel cabinet free with stock

World's best interchange data

Join the 45,000 profit-minded shops now stocking National Seals. Your jobber will install and maintain your stock. Call him today!

FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.
Detroit 13, Michigan



Garageman Who Can't

(Continued from page 51)

the proprietor explained that he remained open because he was once hungry on Christmas day in a strange town where no business was open. That's why I kept the garage open."

"Pop" says now that he never should have been in the garage business.

"Didn't know anything about it when I started, don't know anything about it now," he confesses.

Well, he did learn some things. Little tricks of the trade. But as for getting down there under on a creeper, he would have been lost.

Once, long after he left the state highway department, "Pop" took one of the department big names on a one-day hunting trip, in Mayfield's car. When the hunting was finished, the car wouldn't start and "Pop" didn't know what to do.

However, his companion prevailed upon "Pop" to produce a hammer. The companion lifted the hood and pounded on the battery

terminals. The car started. Mayfield was amazed.

"When did you learn that?" he asked.

"Just yesterday," said the man. "It happened to me yesterday."

"Pop" sold out his garage largely because the traffic on Broadway in Little Rock made it next to impossible to get customers in and out of the establishment. Anyone who travels Broadway in Little Rock must realize the traffic is creating problems for garage operators still on the thoroughfare.

So "Pop" Mayfield is soon passing into some kind of active retirement, perhaps one of few garage owners who did not and does not know anything about the innards of a motor vehicle.

At least, however, he demonstrated to his own satisfaction that a neophyte can successfully operate a garage if he surrounds himself with efficient personnel.

70 Million Tires by '65 Seen by Gundaker

DEMAND for replacement passenger car tires by 1965 will reach 70-million units — about 17 million more than were sold in 1956 — if car registrations continue to increase at the present rate, Guy Gundaker, Jr., sales vice-president for B. F. Goodrich Tire Co., said recently.

"An analysis of the rising trend in the number of passenger cars using the nation's highways reveals why we anticipate increased demand," Gundaker said. "In 1950 there were 35,700,000 autos on the highways. This year there should be 51,500,000 — a 44% increase — and by 1965 there should be almost 70 million passenger cars."

North Carolina Dealers To Hear Elson Sims

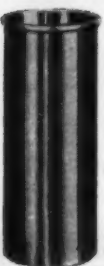
ELSON G. Sims of Vincennes, Ind., a Ford dealer who says in the past 24 years he has never suffered an annual loss, will speak on "Your Profit and Mine" at the convention of the North Carolina Automobile Dealers to be held in Asheville May 19-21.

Among others addressing the convention will be Stanley Pressler, an Oldsmobile - Studebaker dealer of Bloomington, Ind., on "Accounting for Pricing and Cost Control." A certified public accountant, Pressler is expected to be available for answering questions on cost control and operating problems.

Perfected by **THREE** cooperating automotive engineering groups working as one unit.



Each family of pistons, pins, rings and sleeves are perfectly mated to each other.



BASIC

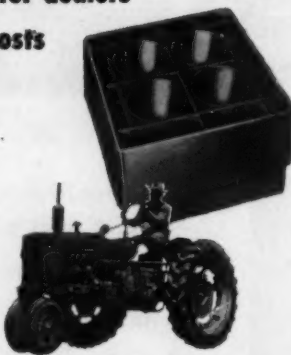
SLEEVE ASSEMBLY SETS

► Extra profits for dealers

► Lower labor costs

► Maximum customer satisfaction

● An outstanding achievement in creative engineering



Improved BASIC SLEEVE ASSEMBLY SETS assure your customers up to 26% more power, longer engine life, lower operating costs because of advanced designing combined with premium grade metals through and through.

It's marvelous how pistons, pins, rings and sleeves function together in perfect harmony as a "family." Indeed! This revolutionary precision technique is introduced for the first time into the truck and tractor field through cooperative efforts of automotive engineers representing three nationally known manufacturers.

BASIC emphasizes top quality very moderately priced. Features include overbores, tin plated pistons and chrome rings for extra long service. No wonder BASIC is such a great favorite with tractor dealers and repair shops from coast to coast.

Order from your jobber or from the following warehouses:

J. B. COOK AUTO MACHINE CO.
1503 McGavok St. Nashville, Tenn.

H-M PARTS COMPANY
2617-23 Warwick Kansas City, Mo.

JOBBERS SERVICE & SUPPLY CO.
806 W. Grand Ave. Okla. City, Okla.

JOBBERS SERVICE, INC.
523 Simpson St., N.W. Atlanta 13, Ga.

TOOLS & PARTS WAREHOUSE, INC.
2816 Commerce St., Dallas 26, Texas

THE MANDIS COMPANY
1016 Monroe St. Fort Worth, Texas
NATIONAL AUTOMOTIVE PARTS WAREHOUSE CO.

1701 Maury St. Houston, Texas
SOUTHWEST AUTOMOTIVE WAREHOUSE
1611 Avenue G. Lubbock, Texas

SOUTHERN BEARING & PARTS CO.
500 N. College St. Charlotte 1, N.C.

BASIC SLEEVE ASSOCIATES



How to choose the wheel balancer that's NEVER OBSOLETE

—that's ready now for
the new 14" wheel!

Use this Handy Buyer's Check List:

Will your wheel balancer handle all size wheels, on the car, without any special adapters? (Even the new 14" wheels on the 1957 cars?) If it's an Alemite Electronic Balancer, the answer is "yes," because it will balance any wheel—on the car—without any attachments!

Will your wheel balancer correct both the "up and down" and "side to side" unbalance so common in today's wheel assemblies? The Alemite Wheel Balancer is the only on-the-car balancer that will correct both static and dynamic unbalance—on any wheel!

Will your wheel balancer save valuable time by balancing wheels right on the car? The answer is "yes" if you own an Alemite Wheel Balancer, because no time is lost removing wheels or hub caps—and it's never necessary to add attachments!

Will you have positive proof that you have corrected the unbalance in the wheel after the balancing job is finished? Only Alemite has the "Vue-Scale" meter that gives you and your customer positive visual proof!

Yes, compare before you buy! Get all the exclusive Alemite Wheel Balancer advantages at a new low price!

Will you get free advertising and merchandising help with your wheel balancer? The answer is "yes" if it's Alemite—because only Alemite gives you national advertising, with a personal merchandising package designed for your use!

• Just one job per day can pay for your balancer in 85 days! At 8 cars a day you pay for it in only 11 days! Ask your supplier about it today!



MOST COMPLETE WHEEL BALANCING PACKAGE EVER OFFERED!

- Eye-catching new Alemite styling—plus exclusive Alemite features for faster, easier jobs!
- FREE dealer sign to tie-in your service department with Alemite national advertising!

ALEMITE

REG. U. S. PAT. OFF.

Division of STEWART-WARNER CORPORATION
Dept. AW-57, 1850 Diversey Parkway, Chicago 14, Ill.

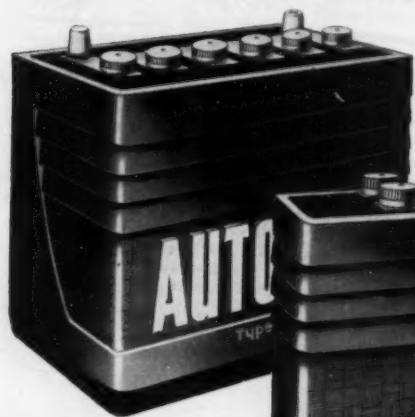


NOW... from A New Line of Low

6 VOLT— \$13.95* AL1, AL2L



6 VOLT— \$15.95* AL2, AL2E



12 VOLT— \$19.65* AL13HN

12 VOLT— \$18.95*
AL11MS, AL3EE, AL3EA



Suggested consumer price

THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO

AUTO-LITE®

AUTO-LITE[®]

Priced Batteries!

These top selling features put the new Auto-Lite
Low-Priced Line on top for sure profits!

- 18-MONTH GUARANTEE**
- NEW DESIGN
HARD-RUBBER CONTAINER**
- NEW "PUSH-IN"
RUBBER FILLER CAPS**
(12 volt only)
- LEAD-WELDED POST SEAL**
- PORALITE SEPARATORS**
- FULL-SIZE PLATES**



SEE YOUR JOBBER TODAY!

**WORLD'S LARGEST MANUFACTURER
OF PREMIUM BATTERIES**

Shop Duplicated Line

(Continued from page 53)

time was taken up by people coming in asking questions, chatting, or otherwise hindering her work. From this more secluded upper room she can still answer the phone from her desk and connect the caller with any phone down in the shop.

The lounge and locker room in the balcony section is where workers relax at lunch time and before and after work hours.

A storage lot across the street is where excess damaged cars are kept and fed into the garage as needed. On this lot is a small concrete building where thinners and other inflammables are stored away from the main building to cut down on insurance.

The garage building itself has everything that could be desired in year-'round comfort. Overhead gas heaters keep the building warm in cold weather. Large fans keep it comfortably cool in summer. Suction fans keep the interi-

or cleared of fumes. The clean floor presents an inviting appearance to the public and creates more satisfying conditions for the work force. As with other employees, the clean-up porter does only one job: clean up. He arrives at the building before work hours to clean it thoroughly. He stays on the job all day to clean up rubbish and dirt when and wherever it accumulates.

"Our shop arrangement has, of course, cut out much lost time and speeded up car repair jobs," said Al, "but I feel that the most valuable compensation we have earned from our improved system is the satisfying conditions it creates for our employees. It reduces confusion, misunderstanding and conflict between the men. Year-'round temperature control keeps them physically comfortable. Of course, we try to keep our employee relations on a happy basis, but that good treatment alone isn't going to keep a contented working force.

"To show you how effectively our work facilities have paid off, our 21 employees have averaged 15 years of Vogely & Todd service.

"Take Homer Eidson, superintendent of our mechanical department. He started here as a little boy and has been with us 28 years. Dennis Tosh, our shop foreman, almost grew up in our shop. He stayed around here when his uncle was working for us years ago. He's been on the payroll 18 years.

"And there's Ollie Joyner, one of our fine colored boys who heads our polish department. He came to us in 1931 and has been loyal to us ever since.

"Our labor turnover is so small you hardly know it exists. Our employee who is youngest in Vogely & Todd service has been here two years. The most expensive part of most garage operations is employee turnover and training new workers. If you can hold that cost to a minimum you've conquered one of your biggest problems.

"Most of our men own their own homes. None of them drinks. Practically all of them are regular church-goers."

Panama City Elects Nelson

Marion G. Nelson of Nelson Buick Co., Inc., is the new president of the Panama City (Fla.) Automobile Dealers Association. Vice-president is W. J. Cook of Cook Motor Co., Inc. (Ford), and H. N. Tillman, Tillman Chevrolet Co., is secretary-treasurer.

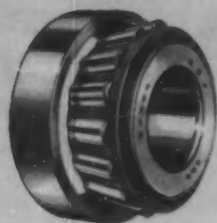


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Bower tapered roller bearings hold adjustment and pre-load longer...because Spher-O-Honed design gives you roller heads ground to the operating contour that other tapered bearings must acquire through run-in. Bower exclusive higher flange design provides large, two-zone contact for roller heads to improve roller alignment, cut down wear and resultant end-play. Bower roller bearings are widely used as original equipment and are available when you need them for replacement work.



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Want more info? Use coupon on page 118 and you will get it!

601—Bumper Jack

A 1½-ton bipod mechanical bumper jack, newly designed to accommodate modern cars with low bumpers, reaching down to a low of 3½" and raising to 30½", has been announced by Blackhawk Mfg. Co., 5325 W. Rogers St., Milwaukee 46, Wis.

A longer lifting hook of 4½", curved at the end to give a safe, positive grip, reportedly gives added protection to bumpers by reaching completely behind. An automatic safety latch on the rear leg prevents "creeping," it was claimed. Extra wide feet securely anchor the load, while swivel handle enables operator to have a swift, easy-turning action which



rapidly raises car, according to the manufacturer.

Want more info? Use coupon on page 118 and you will get it!

602—Screwdrivers

Square-body screwdrivers with the bit end offset and forged at a 45° angle to permit easy use in hard-to-reach spots have been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

Forged from vanadium chrome tool steel, they are plated and polished to hold up well under rugged use and are available in 4 sizes — 4" long with bit size 5/32" x 1/32", 4½" long with bit size 3/8" x 1/16", 5½" long with bit size 15/32" x 5/64" and 6½" long with bit size 5/8" x 3/32", the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

2

TWO GREAT

Lisle

CYLINDER HONE

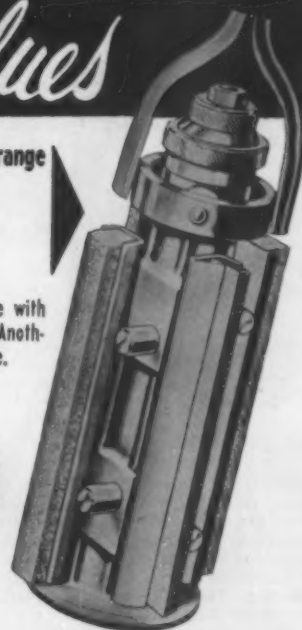
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MODEL CH-45 with big 2.6 to 10-inch range (WITH JUST 4 SETS OF STONES)

- Instant Expansion
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MODEL CHJ for small cylinders

Big 1¾ to 2.6-inch range with just three sets of stones. Another outstanding Lisle Value.



These two Lisle Hones handle jobs requiring four or more different hones of other makes.

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BOX 1028

CLARINDA • IOWA



603—Signal Light Switch

A "5-in-1" conversion switch, which will service all types of 6-, 12- and 24-volt vehicles and installations, including parking and stop light conversions, has been announced by Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N. Y.

The "#900 Sigflare" signals the turns, flashes all 4 signal lamps si-



multaneously to indicate vehicle disability, permits rear signal lamps to also act as stop- and taillights, and incorporates a taillight control which reportedly assures signal effectiveness when signalling turns at night. Featuring 3 pilots to indicate switch operation, the unit comes ready-wired with harness and "plug-in" type variable load flasher which flashes 1, 2, 3 or 4 lamps with no change in flashing rate and a universal mounting strap that fits all steering columns.

Want more info? Use coupon on page 118 and you will get it!

604—Fire Extinguisher

An all-purpose, 16-oz. fire extinguisher which fits into the glove compartment has been announced by Martin-Senour Co., 2500 S. Senour Ave., Chicago, Ill.

A red fireman's hat caps the king-size spray can, making it readily



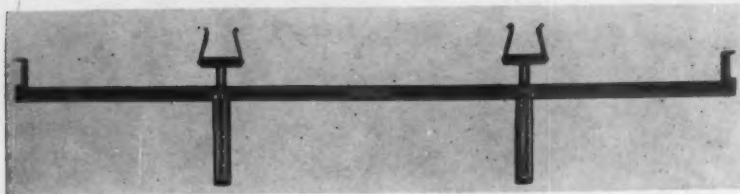
identifiable when stored among other cans. In addition to extinguishing fires, the spray extinguisher will also eliminate heat-caused vapor locks in automobile engines and will dry wet or flooded ignition systems, it was claimed. The chemical reportedly is non-toxic when inhaled.

Want more info? Use coupon on page 118 and you will get it!

605—Height Gauge

A "TorsionAire" height gauge to fit all 1957 Chrysler Corp. cars has been announced by Bear Mfg. Co., 2016 Fifth Ave., Rock Island, Ill.

Easily installed, the gauge snaps into place with spring clamps on the



lower control arm bushing housing. This holds it in place and gives an immediate reading as to car height on both sides at the same time. A large, easy-to-read scale on each side of the gauge is calibrated in 1/16ths of an inch. Operator gets a direct

height reading on both sides of the vehicle and is able to compare the two readings and adjust front-end height and level at the same time without removing the unit.

Want more info? Use coupon on page 118 and you will get it!

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for Riveting
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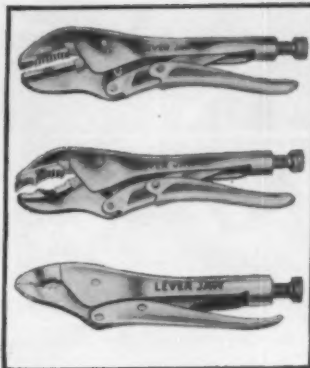
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WORLD BESTOS BRAKE LINING... THE COMPLETE LINE THAT

606—Lever-Jaw Wrenches

Three complete lines of lever-jaw wrenches, reportedly designed to cover every wrench need and said to exert extra-powerful levers for twisting, bending, pulling, clamping, turning, gripping and cutting, have been introduced by Metal Engineering Co., 134 N. La Salle St., Chicago 2, Ill.

The standard de luxe "400 Series" features forged heat-treated jaws, fine-and-coarse milled teeth, patented no-slip positive yoke and reinforced bushings. The "500 Series" has a patented "E-Z" action handle that opens with a flip of the finger, leaving other hand free to hold work. The economy "600 Series" is made with heat-treat-



ed steel jaws and has all of the other features of the standard de luxe line.

Want more info? Use coupon on page 118 and you will get it!

607—Valve Refacer

A valve refacer to meet modern car specifications, the design and performance features of which reportedly permit an inexperienced man to turn out perfect valve jobs after an hour's instruction, has been introduced by Thor Power Tool Co., Prudential Plaza, Chicago 1, Ill.

Improvements include a precision collet in the valve head for smooth, accurate grinding of the valve face in perfect concentricity with the valve stem. Collet head permits 50% faster checking and is driven through 2 gears to supply more power and eliminate vibration, according to the company. Grinding unit has a 5"



grinding wheel with equipment for wheel dressing. "Model 300" also contains a butt grinding wheel with attachments to square up valve stems, rocker arms and tappets and a 3/4" fine thread feed screw calibrated in thousandths of an inch and equipped with a micrometer dial to aid in extremely accurate grinding. Coolant system features "inside plumbing" with channels cast into the motor housing to eliminate splash on the operator. A 2-way valve diverts the soluble oil coolant to either the valve face or butt grinder. An additional feature is simplification of wiring.

Want more info? Use coupon on page 118 and you will get it!

608—Oil Filter Wrench

A wrench especially designed for removing its "Spin-On" oil filters when they are overtightened or "freeze," resisting hand removal, has been announced by Wix Corp., Box 471, Gastonia, N. C.

Zinc-plated, the "Model GW-1" is said to be adjustable for all 3" to



4 1/2" diameter filters and features a patented, non-slip rubber lining. Its use also permits servicing without waiting for filter or engine to cool.

Want more info? Use coupon on page 118 and you will get it!

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Better brake work brings in more business and more profit. Install "PFT" . . . the brake lining that *pays off in safety and savings* . . . and watch this business grow!

Call your World Bestos Distributor for "PFT" Sets . . . TODAY!

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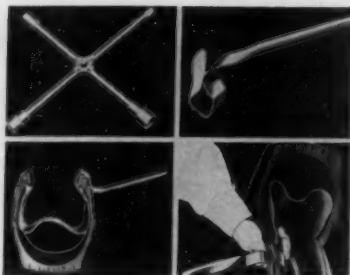
WORLD BESTOS NEW CASTLE, INDIANA

PROFITS YOU MOST BECAUSE IT SERVES YOUR CUSTOMERS BEST!

609—Tire, Wheel Tools

A 4-way passenger car wrench, "T-57," a 4-way truck wrench, "T-95A," and a tire mounting clip, "T-3" are tire and wheel tools announced by The Ken-Tool Mfg. Co., 768 E. North St., Akron 5, O.

Passenger-car wrench is a one-piece, hot-forged tool, measuring 23" and designed to clear new car fenders. Socket sizes are 3/4", 13/16", 7/8" and 15/16". Truck wrench features an arm forged with a 3/4" service end in addition to 3 socket ends in 1 1/2", 1 1/4" and 13/16" sizes. The service end arm takes standard socket sizes. Tire mounting clip has been designed for use with Firestone



"Supreme" and Goodyear "Lifeguard" tires and Captive Air shields. The clip reportedly solves tire

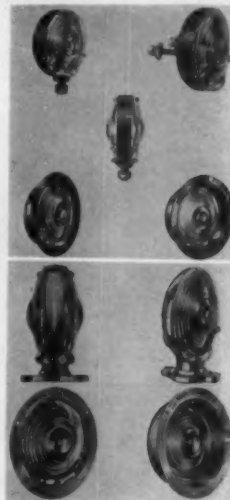
mounting problems caused by new rim well width and depth on 14" and 15" rims by fitting over tire and shield beads, holding shield or diaphragm in place during mounting, or for repositioning, should it slip after mounting.

Want more info? Use coupon on page 118 and you will get it!

610—Signal Lamps

Two series of signal lamps, available in 6-, 12- and 24-volt models, featuring "Cyclostal" lenses of molded acrylic plastic 4 1/4" in diameter, has been introduced by Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N. Y.

The "20" line (top photo) consists of double-face, single-face, flat-back



bolt-type, flush-type models and flush-type with recessed lens to accommodate all installations. They are available in "ST" models with two wire leads, double contact brass sockets and double-filament bulbs.

The "30" line (bottom photo) comprises models in double-face, single-face, flush-type and flush-type with recessed lens for all installations also available in "ST" models.

Want more info? Use coupon on page 118 and you will get it!

611—Car Wash-Polish

Three products, a car polish, wash and wax, have been announced by National Carbon Co., a division of Union Carbide and Carbon Corp., 30 East 42nd St., New York 17, N. Y.

The polish is a silicone cleaner and wax combination in a flip-top dispenser, which reportedly provides durable protection and beauty for car finishes, including the acrylic paints. The wax is a blend of silicone, cleaners, wax and chemicals in paste form, said to protect a finish for many months with each application. Car wash, in an air-tight can with snap-type hinged cover, is a detergent developed for quick removal of grime, road film, grease and dirt, which is also effective in cleaning glass, chrome, tires and wheels, and is harmless to car finishes, hands and clothing.

Want more info? Use coupon on page 118 and you will get it!



Pretty

Ann Blyth

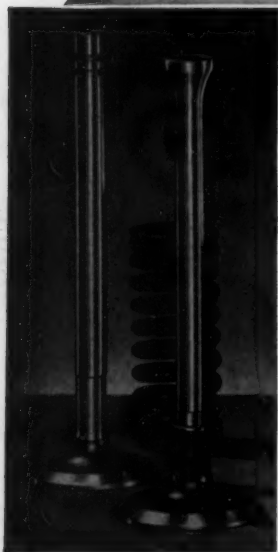
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put more smiles... in more miles...
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Arco Non-Sanding Primer-Surfacer-Sealer fills scratches and other minor imperfections . . . inhibits the spreading of rust. It dries to a satin smoothness over bare metal or previously painted lacquer or enamel surfaces.

This amazing new flash primer needs no drying

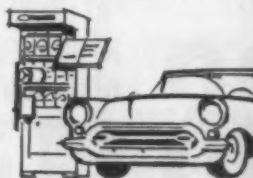
time under synthetic enamel — only 1 hour under lacquer. It eliminates dust and overspray...gives extra flow-out to finish enamel and produces a better bond between the undercoat and new finish.

Save time and money with this high quality flash primer. Call your Arco jobber today!

THE ARCO COMPANY

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612—Lamp, Flasher Guide

An indexed guide for servicing lamp and flasher replacements, containing complete specifications for all domestic and many foreign cars and trucks from 1940 through 1957, with a section covering the new 4-head-lamp systems—both vertical and horizontal—and a free tool offer, has been published by Tung-Sol Electric, Inc., 95 Eighth Ave., Newark 4, N. J.

Want more info? Use coupon on page 118 and you will get it!

613—Fender Work Covers

Fender and seat work covers with sponge rubber back vulcanized to a

cord reinforced greaseproof buna top, said to cling to fenders and seats and afford ample protection against nicks and scratches, have been announced by The Allen-Rick Co., 7925 Chase Ave., Los Angeles 45, Calif.

Easily cleaned with solvent, gasoline or a detergent solution, covers are guaranteed for a minimum of 2 years of satisfactory shop service.

Want more info? Use coupon on page 118 and you will get it!

614—Midget Wrench

A "midget" impact wrench weighing 2½ lbs., 5¾" long, with ¾" bolt size capacity and ¾" socket shank size, for body shop mechanics, carbu-



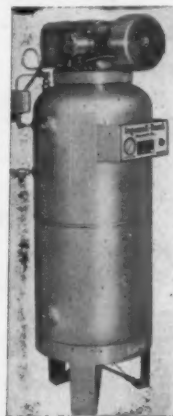
retor and ignition men, automatic transmission specialists, parts rebuilders, etc., has been announced by Chicago Pneumatic Tool Co., 6 East 44th St., New York 17, N. Y.

Instant, one-hand reversing is obtained by a "butterfly" throttle at top of wrench, which pivots on tool centerline so that a slight pressure on the right or left side gives forward or reverse operation. No change of grip or switch flipping is necessary, it was claimed. Power rating can be varied and is controlled by a calibrated, dial-type regulator. After output is "rated" to the job, all nuts or screws of similar size reportedly can be run to recommended tightness.

Want more info? Use coupon on page 118 and you will get it!

615—Air Compressor

An air compressor, "Channel-Flo," a 2-stage, 200psig-rated unit presently available in 1½ and 2hp sizes, has been announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y. Complete packaged unit includes the motor compressor, cushioned rub-



ber mounting on an ASME vertical tank, interconnecting piping and fittings and automatic start-and-stop control. Troublesome and hazardous belt drive is eliminated because compressor is flange-mounted directly on the driving motor, requiring less than half the floor space of tank-mounted, belt-driven units of comparable size, the manufacturer said. It can also be mounted on a shelf, side wall or overhead bracket with the air receiver located in an out-of-the-way space.

Want more info? Use coupon on page 118 and you will get it!

Wow!



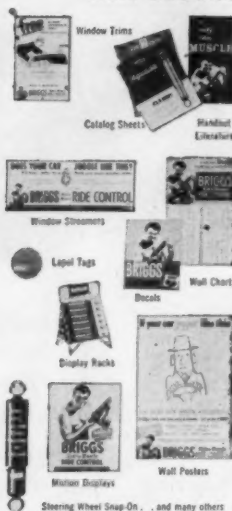
...Does he need new
Shock absorbers!

...and so do
30,000,000 other
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1957 will be the biggest year in history for shock absorber replacements. More than 30,000,000 cars need new shocks **NOW!** Get your share of the **big profits** in this business by putting BRIGGS' new, exciting and colorful sales aids to work for you. A few of them are shown at right. Ask your jobber to show you the complete program. Do it today!

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And here's how **BRIGGS**
helps you sell
more **SHOCKS!**



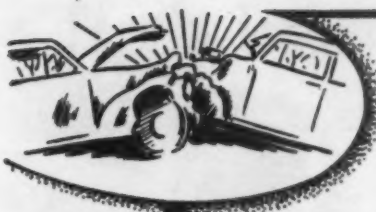
FOR BIGGER PROFITS... BIGGER SALES... SATISFIED CUSTOMERS... IT'S

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When a body meets a body, **BONDO** plastic fiberglass paste

will make it like NEW... quickly, easily, economically, permanently

Body Repairman's NOTES:

- **SAVES TIME** — No delay for solder to dry, nor for building up layers... apply all at once.
- **SAVES LABOR** — No special skill needed.
- **SAVES REPUTATION** — makes permanent repairs that won't shrink, crack, rust, mildew or rot EVER!

The modern magic of this miracle filler renews, repairs and reinforces dented, rust-ridden and/or fractured metal with eye-pleasing results that make progressive body repair men forget old fashioned solders. BOND0 spreads like butter, hardens like rock... ready to sand in 5-10 minutes with Speed-Set Hardener, 15 minutes using a heat lamp or in 30-45 minutes without either! It's rock-hard, rust-proof and permanent. BOND0, the quick-cure for "auto cancer", is a quality product made to rigid specifications under laboratory control. That's why 3 lbs. of this wonder-paste will do the work of 18-20 lbs. of solder.



If your customer is a tourist-quickie, you'll make a friend by helping maintain his schedule; if your repair is for a neighbor, you'll keep a friend with BOND0, the original miracle filler that saves body specialists' time. Better buy BOND0 at your local Jobber today.



BOND0 DIVISION

Jaycee Chemical Corp., Northford, Conn.

"Wherever there's need for repair, BOND0 should be there!"

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Leading Automotive Wholesalers and Body Shops
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The industry leader — totally redesigned for all long, low '57's. Push-button operation, two 2-speed fans, three 360° adjustable louvers — and the exclusive Mobil-D-Icer — an electric-automatic control guaranteeing even coil temperature and maximum refrigeration at all times.

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More mechanics are specifying Vellumoid for trouble-free superior performance. A wide selection of Vellumoid gaskets that match or exceed original equipment specifications are available.

Ask your jobber.

THE VELLUMOID COMPANY

Worcester, Massachusetts

616—Repair Creeper

An addition to its line of "Jeepers" creepers, bringing the number to 7, is the "Jeep Special," introduced by Lisle Corp., 807 E. Main St., Clarinda, Iowa.

Incorporating a sturdy oak frame and bolted construction, along with



3" "Ralco" rollers, the "Jeep Special" is 3' long and weighs 11 lbs. Other features include a 3"-thick, plastic-covered headrest that reportedly cannot be harmed by grease, gasoline, alcohol or acid. The body is dip-finished with clear, grease-resistant varnish.

Want more info? Use coupon on page 118 and you will get it!

617—Service Jacks

Service jacks of 1¼- and 1½-ton capacity, similar in design and equipped with 2-piece quick removable handle, large, non-slip saddle, large front wheels and ball-bearing swivel casters, have been announced by Weaver Mfg. Co., 2166 South Ninth St., Springfield, Ill.

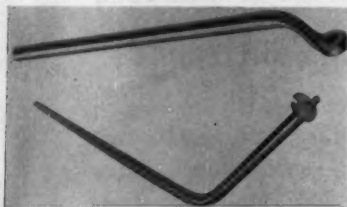
Both jacks have a low of 3¾" and the 1¼-ton "Model WA-66" raises to 18¼", while the 1½-ton "Model WA-67" raises to 20".

Want more info? Use coupon on page 118 and you will get it!

618—Brake Tools

Two tools designed specifically to service Center-Plane brakes on Plymouth, Dodge, De Soto, Chrysler and Imperial cars are included in a lined brake shoe assortment introduced by Raybestos Division of Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport, Conn.

One is an "L"-shaped tool for removing and installing brake shoe re-



turn springs, the use in both operations of which will prevent stretching or damaging brake shoe return springs, it was claimed. The other tool, a 7/16 box wrench into which is designed a deep throat offset, permits mechanic to adjust brake shoes easily to proper tolerances. Its 10" length reportedly gives proper leverage without danger of skinning knuckles.

Want more info? Use coupon on page 118 and you will get it!

619—Retaining Ring Manual

A 20-page 1957 edition catalog and application idea manual for its gap-

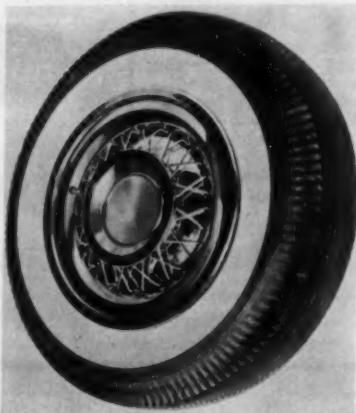
less, two-turn, coil-action retaining ring, "Spiralox," covering standard "catalog" sizes and special designs for specific application, with illustrations and data showing coil-spring action and advantages, may be obtained by writing Thompson Products, Inc., Piston Ring Division, (Ramsey Corp.), 3693 Forest Park Blvd., St. Louis 8, Mo.

Want more info? Use coupon on page 118 and you will get it!

620—Wire Wheel Cover

A wire wheel cover to fit 14" wheels, made of aluminum with a high luster finish, has been announced by United Metal Craft Co., 800 Lowell St., Ypsilanti, Mich.

Resistant to rust and corrosion from salt or tar, the "Cover-All" is



said to have the appearance and style of actual wire wheels, hiding unsightly rims and balance weights. It is mounted to the wheel with a patented mounting device and cannot rattle or be thrown off, yet is easily removed for washing or changing tires, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

621—Swivel Lift Adapter

A swivel adapter for its frame pickup lift, which reportedly makes handling of all 1957 cars fast, safe and easy, and also fits all earlier model rotary lifts of this type, has been introduced by Rotary Lift Co., 1054 Kansas, Memphis 2, Tenn.

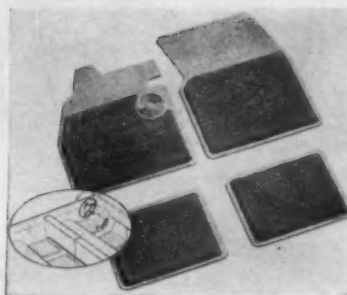
The set consists of 4 cast steel arms, each of which swivels in a sliding base mounted on the superstructure. The sliding base action and the full 360° arm rotation provides an effective pickup area 69" wide by 82" long, it was claimed.

Want more info? Use coupon on page 118 and you will get it!

622—Floor Mats

Floor mats featuring high pile carpeting permanently bonded to a heavy-gauge rubber base and contoured to fit all front seat floor areas, packaged in polyethylene bags with rectangular throw-rug companion pieces available in three sizes, have been announced by The Buxbaum Co., Canton 1, O.

The carpets help keep shoes warm and dry in cold, wet weather by ab-



sorbing moisture from shoes, yet because of porosity of the fibers, moisture evaporates readily from the carpeting and will not collect in puddles, it was claimed. Rubber base reportedly keeps them in position and they may be cleaned with whisk broom, vacuum cleaner, or shampooed like household carpeting. "Akro Car Carpets" are available in grey, beige, red and green.

Want more info? Use coupon on page 118 and you will get it!

623—Signal Lamps

Thin, light-weight stop and warning lamps with 7" bullseye and concentric circle lens pattern, said to light up with great intensity both day and night, have been announced by Grote Mfg. Co., Lafayette & Grandview, Bellevue, Ky.

One-piece lens construction reportedly gives greater illumination and makes bulb replacement faster and easier. In different styles — for flush mounting, for bracket or stud mounting, chromium-plated model and double-lamp emergency model — all lamps are available in a combination of lens colors. All are provided with pigtails for wiring.

Want more info? Use coupon on page 118 and you will get it!

624—Exhaust Tubes

"Ramjet" simulated exhaust tubes of heavy chrome-plated metal in sets of 4, to fit on all 1957 Chevrolets, have been announced by Houser Engineering & Mfg., Inc., Bluffton, Ind.

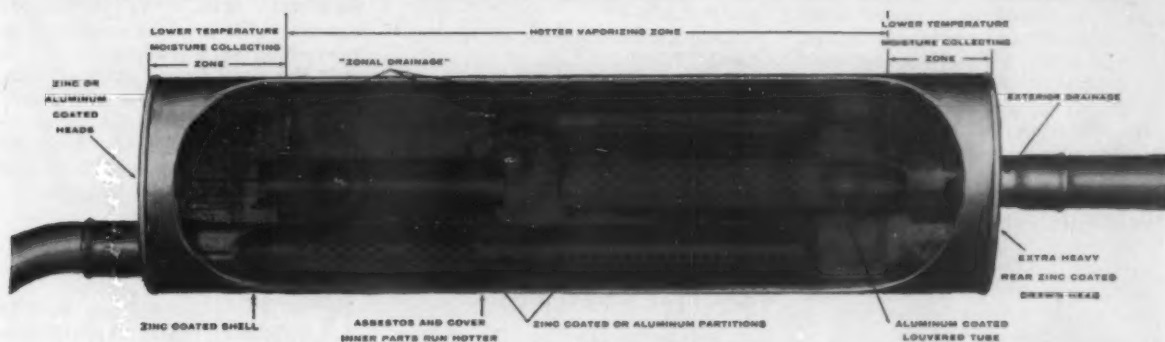


Two tubes are inserted just below each backup light, presenting a "customized" double tailpipe effect on each side. Precision-matched to original Chevrolet measurements, they can be easily installed in minutes.

Want more info? Use coupon on page 118 and you will get it!

For the long life—the lasting power—and the continued quiet your customers want in a muffler

*it takes
"Corrosion
Balance"*



● "Corrosion-Balance" is built into every Soundmaster Muffler by doing the right things—in the right places—in the right muffler. Here are the three principal means employed by Soundmaster engineers:

● **Corrosion-Resistant Materials**—Used outside and inside, in accordance with car-factory practice.

● **Temperature Distribution**—Internal design and use of insulating materials maintain temperatures of all zones above evaporating point of acid condensates even under low speeds of normal city driving.

● **Zonal Drainage**—An advanced design concept which recirculates destructive acid-condensate from lower to higher temperature zones where it is more quickly vaporized and passed off.

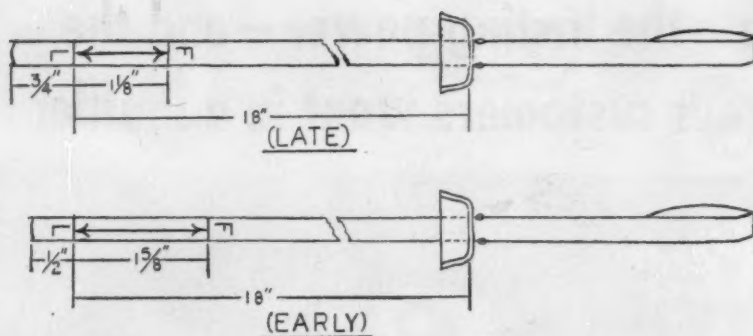
Each muffler presents its own individual problems,⁶ because each muffler must be designed for the engine and car on which it is to be used—and in the case of dual systems, for the "hot" or "cool" side. There is an almost infinite variety to the requirements made upon mufflers.

But whatever may be required, whether on old cars or new, on single or dual installations, you can count on Soundmaster for the "Corrosion-Balance" that insures your customers the long life, the lasting power and the continued quiet they deserve for their muffler dollars . . . Quickly and conveniently available from your nearby N.A.P.A. Jobber.

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Soundmaster MUFFLERS





Fluid Level Indicator Changed by Dodge

THE following bulletin was issued last month by Dodge Division:

Recently a change was made in the markings on the fluid level indicator used with PowerFlite and TorqueFlite transmission equipped Dodge passenger cars. The full mark is placed at a lower level to indicate an operating range which when properly maintained will prevent the fluid level from rising to an excessive height under operation.

Maintaining a correct fluid level is very important for proper operation of the transmission. Adhering to the following instructions will provide adequate lubrication, and prevent fluid contact directly with the gear train and eliminate foaming which would cause reduced pump pressure.

Refer to illustration for the identification of the early and late fluid level indicators. Note that the distance from the L (low) mark to the cap is the same on both indicators, and the F (full) mark is $\frac{1}{2}$ " lower on the late indicator than on the early one, and the late indicator is $\frac{1}{4}$ " longer from the L (low) mark to the bottom end.

Checking fluid level—cold:

It is preferable to check the transmission cold (at approximately room temperature), and it should be checked as follows:

1.—With the hand brake set and engine idling, depress each push-button momentarily, then return to neutral.

2.—With the engine idling and transmission in neutral, fluid level should be between the L mark and $\frac{1}{2}$ " below the L mark. Add or remove Type A fluid to bring to proper level.

Note: The above applies to either the early or the late indicator.

Checking fluid level—hot:

In the event it may be necessary to check fluid level with the trans-

mission hot, such as after the vehicle has been driven several miles, perform step 1 above, then proceed as follows:

Early indicator (refer to illustration):

1.—With the engine idling and transmission in neutral, the level should be from a point $\frac{1}{2}$ " above the L mark to a point $\frac{1}{2}$ " below the F mark.

Late indicator (refer to illustration):

2.—With the engine idling and transmission in neutral, the level should be from a point $\frac{1}{2}$ " above the L mark to the F mark.

Add or remove Type A fluid to bring level to within the specified range as indicated above.

Polishing Acrylic Paints On 1957 Chevrolets

CCHEVROLET Division issued last month this information on polishing acrylic finishes used on its 1957 cars:

Chevrolet is using three of the new acrylic finishes on the 1957-model passenger cars. These are Inca Silver Metallic, Imperial Ivory and Dusk Pearl Metallic. Normally, all that is required to maintain a "new-car" appearance when these colors are used is a thorough washing.

Recently several companies have developed polishes which are suitable to use on acrylic finishes a few days after final application of these paints. These polishes, which have been tested on acrylic finishes, are Porcelainize, Lustur Seal, du Pont No. 7, Kar-Kwik and Speedy-Glaze Cleaner No. 2. Undoubtedly there will be other finishes which will be satisfactory. Polishes which contain any wax or silicone should not be used for a period of at least 60 days. In addition, any tar or road oil remover used should indicate on the label that it is harmless to acrylic finishes.

Overcoming Chevy Plug Replacement Failures

A RECENT service bulletin issued by Chevrolet Division had this to say concerning replacement spark plug failures:

Failure of spark plugs shortly after replacement is often due to corroded spark plug hole threads. When corrosion is present in these threads and new spark plugs are installed, the usual torque of 25 ft.-lbs. will not be sufficient to compress the spark plug gasket and early plug failure from overheating will result.

To overcome this condition, it is suggested that service personnel closely inspect the spark plug hole threads when replacing plugs or overhauling cylinder heads. Corrosion deposits are most easily removed with a 14mm. spark plug tap available through local jobbers or by using a small wire brush in an electric drill. If the tap is used, extreme care must be exercised to prevent cross-threading.

If the threads are cleaned with the cylinder heads installed, crank the engine several times prior to installing the plugs to blow out any material which was dislodged during the cleaning operation.

Low-Cost Materials Seen As "Must" for Turbines

NEW low-cost materials able to withstand extreme temperatures must be developed if the gas turbine engine is to compete on a cost-per-pound basis with the conventional piston or free piston engines, according to Dr. Robert F. Thompson of General Motors research staff.

Thompson, who is head of the Metallurgical Engineering Department at General Motors Technical Center, told the American Society for Metals last month that promising materials for gas turbines are not only initially expensive but more costly to fabricate and process on a per-pound basis. However, he said, other considerations, such as engine performance, may determine adoption of any new type powerplant regardless of raw material costs.

Comparing estimated raw material cost-per-pound of turbines with materials costs of both conventional piston engines and experimental free piston-turbines, Thompson said the latter two types need few high-temperature alloys and less expensive materials from a cost-per-pound standpoint.



The Chevrolet Dealer

Key man

on the first team!

He promotes highway safety!

During the school term last year, Chevrolet dealers provided 4,125 cars (without charge or other consideration) for use in authorized Driver Training Programs. This represented 44% of all the cars provided by the automobile industry! And twice Chevrolet has been honored with the presentation of an Alfred P. Sloan Award, the broadcasting field's highest citation for public service in the promotion of traffic safety. Both Chevrolet dealers and Chevrolet are proud of the opportunity to contribute to this very worthwhile cause. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Chevrolet Dealers and Chevrolet
THE FIRST TEAM IN THE AUTOMOBILE INDUSTRY

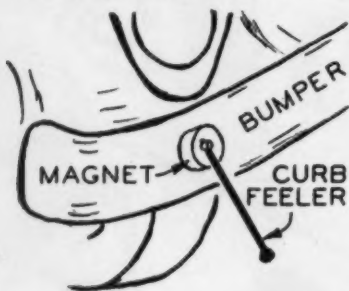




TIME SAVERS

Using a Curb Feeler To Balance Wheel

WHEN balancing wheels on the car with the Hunter-type balancer, I have found I can get a better job faster by this method: Attach a curb feeler to a small



magnet either by soldering or with a small C clamp and attach feeler to the end of the bumper near the wheel being balanced. Watch the end of the feeler and when it ceases vibrating, the wheel is balanced. — Arthur Kay, c/o Sitton Buick Company, 38 Westfield, P. O. Box 1228, Greenville, South Carolina.

Turning Brake Drums Without Chattering

ON SOME cars the wheel is so close to the brake drum that the chatter spring or belt cannot be installed on the drum without removing the wheel.

To prevent the drum from chattering without removing the wheel, cut four wooden wedges to fit be-

tween the wheel and drum. Press the wedges in lightly and you will get a smooth job with no chatter marks. — Arthur Kay, c/o Sitton Buick Company, 38 Westfield, P. O. Box 1228, Greenville, South Carolina.

Tightening Rusted Bolts On Bumper Guards

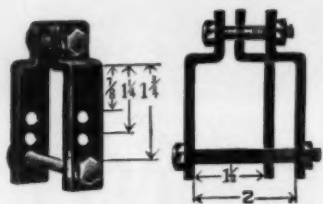
WHEN retaining bolts on bumper guards are rusted so tight they turn on the bolt shoulders in the guard, defying tightening, do this:

Cut a short pipe nipple, the diameter of which is large enough to fit over the frozen nut, and make the pipe a little longer than the thickness of the nut. Since the



SPRING SERVICING PARTS

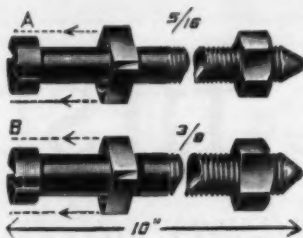
for More Under Body Business



No. 958 UNIVERSAL ADJUSTABLE SPRING CLAMP for all cars. Adjustable to fit all springs from 1 1/2" to 2" wide and three adjustments for spring thickness. Made of steel cadmium plated. Lock-washers and S.A.E. bolts and nuts furnished.

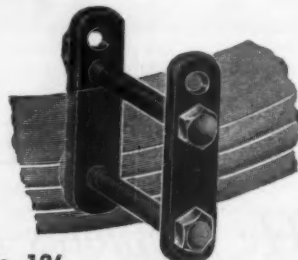
List \$.60 each

Get your share of this thriving under-the-body business with Champ-Items quality spring clamps and bolts.



No. 972 UNIVERSAL SPRING CENTER BOLTS for all cars and trucks. Service all car springs requiring Fillister heads or Square heads.

No. 972A 5/16" dia. x 10" long.....	List \$.70 each
No. 972B 3/8" dia. x 10" long.....	List .80 each
No. 972C 5/16" dia. x 5" long.....	List .50 each
No. 972D 3/8" dia. x 5" long.....	List .55 each



No. 126 UNIVERSAL ADJUSTABLE SPRING CLAMP for late model cars. Adjustable from 1 1/2" to 2 1/2" in width and from 1" to 1 1/2" in thickness.

List \$.50 each

ORDER FROM
YOUR JOBBER



CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.

GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

threads on the bolt are generally long, slip the pipe over the nut, back it up with a washer and then use another nut to tighten the assembly. — E. Mayover, 1601 14th Street, W. (U. S. 41), Bradenton, Florida.

Employing Lead Forms To Repair Moldings

A LEAD form helps straighten hollow trim molding that is not bent too far out of shape.

Pour enough melted lead inside an undamaged part of the molding to just overflow at top. When lead



cools, work it along the molding to the damaged section, using it as a dolly on which to straighten the damaged part.

Lead is readily melted at job's end with no harm to the chrome. — Stanley Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

Replacing Control Arm On 1949-55 Pontiacs

I HAVE found a useful method of replacing or rebushing the upper control arm on 1949-55 Pontiacs when upper pin seems hard to line up with the hole in the upper control arm and the bushing hole.

Start the bolts that hold upper control arm inner shaft to the frame and run them about half way up. Then install the upper outer pin through the bushing. By leaving the bolts loose on the inner shaft, the control arm can be

shifted in order to locate the holes. After installing outer pin and bushings, finish tightening the upper inner shaft to the frame. — H. M. Treadwell, Treadwell's Brake and Alignment Service, 2758 Montpelier Avenue, Macon, Georgia.

Repairing Transmissions In '57 Chrysler Cars

WE HAVE found frequently the TorqueFlite transmissions on 1957 Chrysler-built cars have a

bad shift pattern or no reverse, requiring many parts to correct, such as governor assemblies and other elements.

A simple cure for the trouble can be had by removing the large weight from the governor and chamfering the edges. This can be done with the transmission still in the car by removing the extension case from the rear of transmission, and saves about five hours labor on the repairs, plus all the other parts.

— Wade Gantt, Shop Foreman, Hickory Motor Sales, Inc. (Dodge-

WHEREVER, IN THE FREE WORLD...



A TIRE OR TUBE
IS BEING
PATCHED TO LAST
... IT'S A CAMEL PATCH
FOR SURE



IT'S GOOD BUSINESS
TO USE THEM!

MANUFACTURED BY H. D. EGAN MFG. CO. MUSKOGEE, OKLA. / TORONTO, CANADA

Plymouth), 345 1st Avenue, S. W., Hickory, North Carolina.

Finding the Faulty Unit On Windshield Wipers

HERE is a quick way to find which unit is at fault when the vacuum-booster-type windshield wiper does not work:

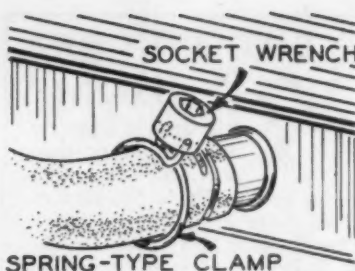
Remove the intake manifold line at the booster and attach a piece of wiper hose. Run this to wiper motor line at dash, after removing the short coupling hose. If wiper

works, booster is defective. If motor does not work, it is defective, since they seldom wear out together.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Installing Spring Clamps With Socket Wrench

SOMETIMES the spring-type hose clamps are located in places hard to reach with pliers, making it difficult to replace them.

This can be done by spreading the clamp and slipping a small



socket wrench over the ends to hold clamp open so it can be put on the hose and the hose replaced. Slip the wrench off, letting the clamp secure the hose in place. — Arthur Kay, c/o Sittin Buick Company, 38 Westfield, P. O. Box 1228, Greenville, South Carolina.

These IMPERIAL "FIRSTS" open 2 new profitable markets for you!



NEW MARKET #1

AUTOMOTIVE AIR CONDITIONING KIT for service and installation work, tubing tools — charging and testing equipment

More and more shops are setting up to handle automotive air conditioning — and this new kit provides all the most needed tools for installation and service. Kit includes tools for cutting, flaring, double flaring, bending, swaging and reaming tubing; also charging hoses and a double gauge charging and testing unit.

No. 393-F Imperial Automotive Air Conditioning Service and Installation Kit. Dealer's cost . . . \$94.90. Steel tool box included FREE of extra charge to dealer. Ask for Bulletin 10.543-E.



NEW MARKET #2

SAWING VISE for economically cutting wire braid pressure hose to exact length with standard hacksaw

You'll find a ready market for the No. 384-F sawing vise. Top prospects are fleet operators, implement dealers, construction equipment operators and car dealers where the purchase of an expensive hose cut-off machine is unwarranted. Special gripper holds hose for square, clean cuts with minimum wear on hacksaw blade. Ideal for cutting tail pipes and tubing, too.

No. 384-F Sawing Vise for $\frac{3}{8}$ to $1\frac{1}{2}$ " O.D. sizes. Dealer's cost . . . \$19.75. Ask for Bulletin 3067.

To Insure Snug Hold With Plug Boot

AFTER an epidemic of blown-off spark plug boots on late Fords, Mercurys and Lincolns, we found improper installation prevented boots from holding securely to the plugs.

Either boots were not pushed down firmly on the plug, the edge of the boot had been permitted to curl up, or the boot had a loose-fitting terminal connection. To remedy, first run a finger around edge of the boot in crowded areas to make sure it is on correctly, then pierce it with a needle to insure a snug hold. This is done on later models at the factory to prevent pressure build-up.—Harry J. Miller Auto Repairs, 991 Forty-Second, Sarasota, Florida.

Production of Skyliner To Exceed 20,000

PRODUCTION of the "Skyliner," Ford's automatic steel-top convertible, will exceed 20,000 units next year, more than the annual output of the Thunderbird, it was announced.

The new unit, three inches longer than Ford's longest model, went on sale at dealerships all over the nation last month. The all-steel top automatically disappears into the trunk or rises back into place 40 seconds after the driver presses a button on the instrument panel.

With an eight-cylinder engine, the car has a suggested list price of \$2,702, exclusive of federal taxes, transportation or dealer preparation charges. The price is \$313 above the Ford convertible suggested list price.



Stay first with IMPERIAL • Brass Fittings

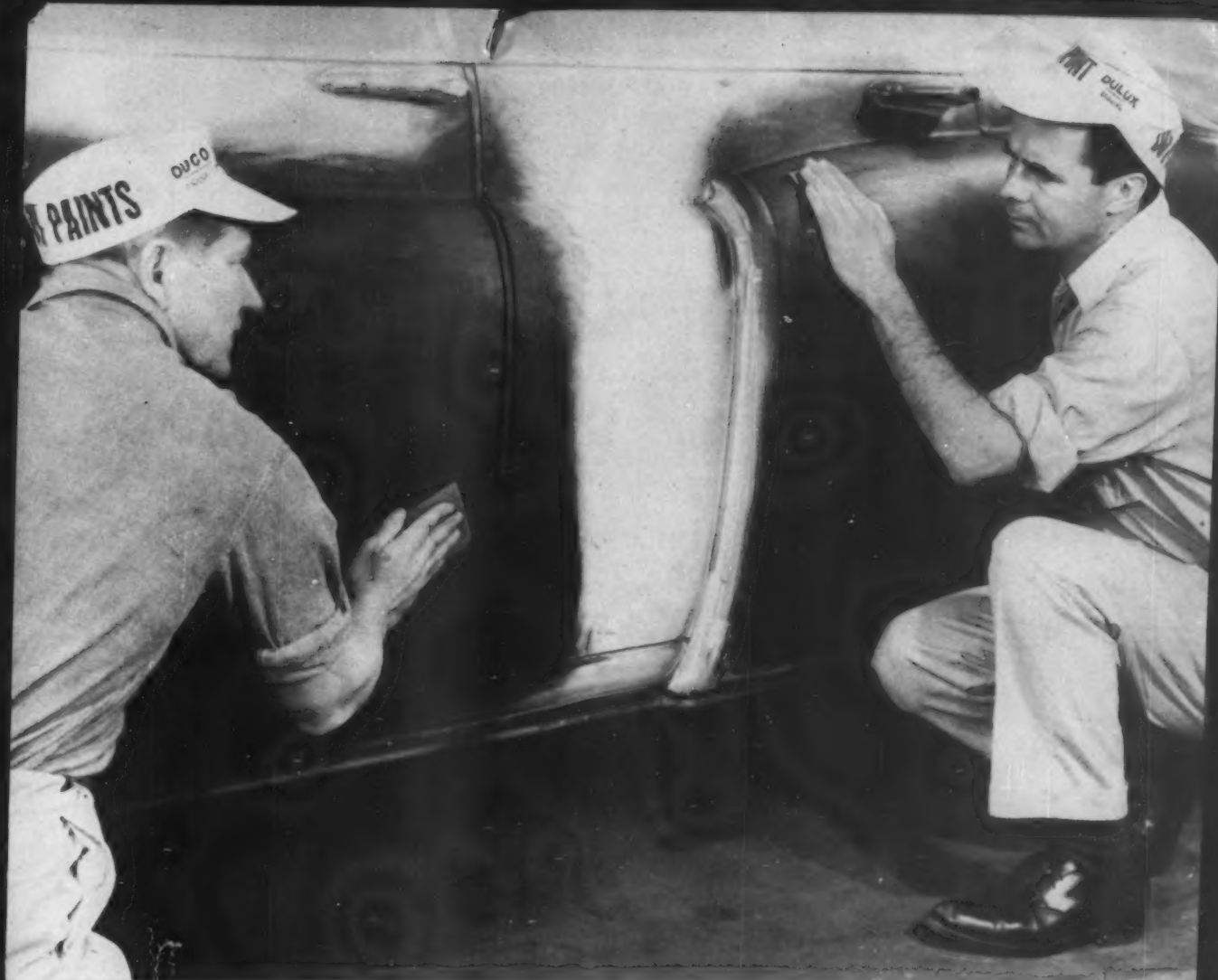
Shut-off Valves • Flexible Lines • Pressure Hose & Reusable Couplings • Power Steering Hose Assemblies • Push-Pull Controls • Drum Faucets • Service Aids • Tubing Tools

IMPERIAL

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1227 W. Harrison St., • Chicago 7, Ill.
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Emblem of Quality





Primer-Surfacer sanding race shows how to get jobs out faster with less labor!

To save costly shop time, test the sanding speed of your primer-surfacer. You'll get fast, easy sanding with no tearing or pulling when you use High Speed "Duco" Primer-Surfacer. It actually gives the *fastest* sanding that can be obtained without sacrificing other important features. And what are these other features? Fast filling, fast drying, plus a beautiful color holdout for high gloss with less rubbing. You'd save with High Speed "Duco" Primer-Surfacer even if it cost more. But since it reduces 2 to 1 (1 gal. gives 3 at the gun), it costs *less* than many so-called "bargain" primers. You save money with High Speed "Duco" Primer-Surfacer every time!

Fast-drying
Easy-sanding
Money-saving

"DUCO" LACQUER HIGH SPEED PRIMER-SURFACER

DU PONT REFINISHING MATERIALS



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Akro DUAL-DUTY TUBELESS TIRE Repair Kit



FEATURING
COLD VULCANIZATION

Everything needed to make safe, sure and profitable tubeless tire repairs: specially-designed, patented plugs, cold, chemical cure cement, plug pulling tool, buffer and puncture gauge.

Akro DUAL-DUTY TUBE REPAIR



FEATURING
COLD VULCANIZATION

Great time-saver and money-maker for tube repairs. Feather-edge of cushion-gum welds repair to tube during wheel spin. The kind of tube repair your customers want and need!

PLUS Akro Criss-Cross,
Double Cushion and Perma-Patch
Tire Repairs.



"Automotive Service & Know-How Since 1929"

THE BUXBAUM COMPANY
CANTON 1, OHIO

Supermarket, Garage Click

(Continued from page 55)

room, and a parking lot for 12 cars.

Our Motor Clinic manager carries full responsibility for the management and execution of all major and minor repairs in our two-bay shop. Originally handling only lubrications and tune-ups, we added repair services as the growing influx of families raised demand. Brakes, front-end alignment, wheel balancing, engine overhauls and the necessary testing machines and equipment became musts. Our six service salesmen in the driveway are alert to the additional services a car may need.

Adding Two More Bays

At present we are putting up another building behind our Motor Clinic and adding two bays to present facilities. The existing clinic will be moved back so that one repair bay and one wash rack will occupy the new building, while the existing clinic will have two lubrication bays with overhead grease equipment usable on either side. The wash rack will eliminate outdoor washing and make better provision for year-round car washes.

One of the chief problems of locating an automotive repair shop in a shopping center is tying up parking space with battered cars waiting for repairs. Again, the subject of appearance. There is no back alley for the litter and trash of repair work. We therefore make appointments for every brake, front-end, engine overhaul, or other job we take on, estimating amount of time the job will take and allowing an extra 30 minutes.

A couple of cars may stand around to fill in on broken appointments, but we keep cars turning over so there will be no unsightly back scenes. This is very important, since shopping centers generally frown on an automotive repair shop. With women shoppers making up the major portion of supermarket traffic, a repair shop and gas station cannot afford to become an eyesore.

That is why I doubly underscore the proper personnel, men fastidious in their demeanor and occupation.

Our Motor Clinic manager is a mechanic without peer. His pride in his skill and in his shop, his dependability and manner of handling customers and making

recommendations for better car performance or maintenance bring him annual earnings between \$8,000 to \$10,000. He is on a basic minimum weekly salary of \$85, and an incentive pay plan of 60-40, with him getting the 60% and the company the 40%!

He does all buying for his shop, goes over figures with me daily in meeting our volume goals, consults with me on the promotion of any ideas that will boost sales during lags. I esteem his judgment, I value his experience and reward him accordingly.

Motor Clinic volume for January '56 was \$587.95 for labor, \$256.57 for parts. In May '56 it rose to \$946.05 for labor, \$540.68 for parts.

The six station attendants are on a basic weekly salary plus commissions on tire, battery and accessory sales. These are sufficiently diversified over periods of a few weeks to keep interest and enthusiasm high.

Meeting the Volume Drop

To meet the 15% drop of January, February and March we put on specials and promote them by newspaper, door-to-door circular and direct mail. Specials may be a 99¢ car wash, a free headlight adjustment, a brake or tune-up special, tires by the pound, a 99¢ lubrication.

We put on attention-catching promotions to hold the line in volume: a gift of a bicycle at Christmas flashed on the screen of the local movie theater daily for six weeks, a set of free glasses promoted by radio with a hillbilly program.

In other words, no station can sit back and depend on supermarket traffic alone. From analysis of our figures, we anticipate dull periods.

Figures can be very telling of the habits of the human animal. You have to spark his interest to draw him out of his long, monotonous winter hibernation. Hence the 5,000 circulars dropped on his doorstep with an enticing bargain; the 500 cards mailed monthly reminding him he must not neglect what his car needs; or the promise of a free gift like a set of glasses. This really brings them out, puts them in a long line to get into the station. We do not fix a set amount for promotion. A good idea can cost us \$1,000 or \$82, depending on what we're shooting for.

Our customer waiting room is a salesroom.

increase your profits...
cut inventory

one antenna

for all cars

THE UNIVERSAL PATENTED

nemco

"Ball-Tenna"

The Ball-tenna is the one antenna to do the job when all others fail. With the exclusive patented mount, the Ball-tenna can be mounted anywhere on any car from the outside in a matter of minutes.

The Ball-tenna features high quality construction, reception and durability found in all antennas bearing the NEMCO label.

STOCK UP NOW. Be top money-maker in antenna sales in your area with NEMCO antennas. Contact your nearest NEMCO representative — or write us today!

NEMCO

First in Antennas

UNIVERSAL
ADAPTER FOR
USE WITH ALL
NEMCO ANTENNAS



The NA-635 is specifically designed to adapt the Ball-tenna to all car models with fin type fenders. No fuss — installation in seconds.

NATIONAL ELECTRONIC MFG. CO.

186 Granite Street, Manchester, N. H.

(Van Norman Industries Inc.)



Washer Rinses Overhead

(Continued from page 58)

ment.

"Now I am making satisfied customers where before I only made them mad with the hand-wash jobs," commented Thacker. "We were only doing what washing we had to do in those days as we were not making any money out of it."

Look at some other figures copied from his records:

Nov. 18-Nov. 24 — \$68.25, less \$7 extra labor.

Nov. 11-Dec 8 — 165 jobs for

\$288.75.

Profits (other than materials and water) amounted to \$847.25 the first three months.

The income, after extra labor, for Dec. 10-Jan. 5 was \$249. For Jan. 6-Feb. 2 it amounted to \$239.50 and for Feb. 4-March 3 it aggregated \$223.25.

"We've had hardly any period that rain didn't figure into my records," the station operator pointed out. "I expect to make as much as \$600 a month later this year when I do my first summer business with the washer, as that is one of the best times to push wash jobs."

To kick off public attention to his new equipment, he arranged for civic officials, including the mayor, judge and police chief, to come by for free jobs, with attendant newspaper publicity.

"What I like about our machine is that you can control your overhead with it," said Thacker. "One person can operate it or more than one, depending on how fast you want to do the work."

"With a list of ready extra labor at my call, we can step up output very quickly when a rush gets going."

"I couldn't be in business at a profit if it were not for my washer."

Adds Up to Profits

(Continued from page 59)

ceeded its gross profit quota by 129%; second place was taken by a dealership exceeding by 124%; third prize of \$33 was awarded to a dealership exceeding its quota by 100.6%. Some idea of the effectiveness of incentives may be gleaned from a comparison of these figures.

Stepping up business volume was not our only accomplishment. Earnings of our mechanics, who are on a 50-50 basis, were also increased as well as those personnel affected by the increased business due to the contest.

As we mentioned above, we believe in hard work. We viewed this extra push that service writers, service managers and parts managers were to give business as including the following:

Making a certain number of telephone calls daily to service customers who had not come in, sending out a number of postcards daily reminding customers of the necessary 1,000-mile inspection, offering a special like winter tune-up or free checkup, or calling at-

tention to a car service not taken care of on the last visit but something the car still needed; also placing handbills in parked cars estimating cost of repairing a dented fender or other needed body work.

During the contest we also required that in their personal contact with car owners, service salesmen sell at least one needed item in addition to work requested. This should be a normal requirement at all times.

It could be a part or accessory like a set of plugs or windshield wipers, or a job like undercoating. We insisted there was to be no overselling, because that is poor business and only drives customers away.

Every ten days our dealerships send us reports of the number of calls, postcards, handbills distributed and the results in written repair orders. We do not specify when these calls are to be made nor did we devise any procedures on how objectives were to be accomplished during the contest.

Chits and Coffee Can Pay

If a service writer or service manager wanted to call customers from his home after working hours, that was up to him. We believed odd minutes around the shop spent in getting a cup of coffee or chatting with a fellow-employee could be turned into productive effort.

If the parts manager wanted to parcel out the mailing of postcards or telephone calls among his parts clerks with the promise of a share in the bonus, that was left to him.

The following is a sample of the reports we received at ten-day intervals during the contest from one of our small-town dealerships in New York state:

December '56: mailed 125 postcards; 25 repair orders known to be directly due to mailing.

January '57: mailed 230 postcards; 28 repair orders written.

December '56: handbills in cars on fender and body work; (none due to heavy snowstorms).

January '57: 200 handbills placed in cars; ten repair orders written.

December '56: 400 phone calls to service customers; 75 repair orders written.

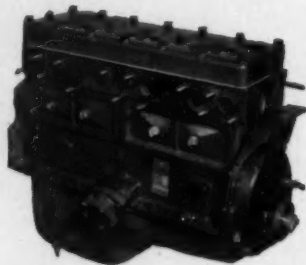
January '57: 420 phone calls; 80 repair orders written.

The cost of the two-month contest was no more than the total prize awards of \$1,600. Expense of postcards and handbills was small.



FOUR STAR ENGINES

The Best Remanufactured Engines Ever Offered



With FOUR STAR ENGINES.
You Know You Get

- ★ SOUND BLOCKS . . . no blocks used with repaired or welded valve ports.
- ★ All new pistons, pins, rings, rod bearings, main bearings, camshaft bearings, timing gears or chains, exhaust valves, intake guides, gaskets.
- ★ Precision Remanufactured Connecting Rods, completely reground and polished crankshafts with all main journals the same size and all rod journals the same size, all rebored and micro-honed cylinders, remanufactured oil pump.
- ★ A DEPENDABLE WARRANTY backed by a Responsible Company.

CENTRAL STATES SALES, INC.
HUTCHINSON, KAN.

Warehouses

Dallas, Tex.

Kansas City, Mo.

Hermann-Brownlow Co. of Springfield, Mo., has announced expansion of its facilities and service by a move to larger, more modern quarters at 633 College. The 57-year-old wholesale firm now operates six branch stores, serving customers as far as 200 miles from Springfield, and employs 13 salesmen. Shown (l. to r.) are the treasurer, Dean M. Radtke, President W. A. Dyche, Vice-President W. R. Dyche and Sales Manager James Millsap, with a 1912 catalog of leather goods and tires and a 1919 salesmen's catalog atop a 30-year-old battery charger.



Jobber News

(Continued from page 63)

ton, respectively. However, most impressive evidence of a successful show was the almost total absence of "gripes" by exhibitors. There were scarcely any complaints, even about food vended by the one snack bar in the show building.

But the show may be in for more controversy within its ranks if the avowed intention of eliminating rotation among southwestern cities is carried out. If there is controversy, it will come from a minority who want rotation continued and it will face an almost overwhelming sentiment for locating the show permanently in Dallas.

The point on which the show could run into trouble is revision of the constitution and bylaws, which now specify that it must rotate throughout southwestern cities. At the meeting of stockholders it was conceded that the bylaws must be changed.

At this same meeting about half a dozen sponsoring jobbers spoke in favor of a permanent Dallas show.

Al O'Connor, Agnew Auto Parts, Oklahoma City, said he had deliberately discussed this issue with a number of automotive wholesalers and that all favored a permanent Dallas show.

"If it is to be rotated, then Oklahoma City will insist on being included in the rotation," he said. The one show in Oklahoma City, in 1951, attracted attendance of only 11,270.

Ira C. Dimmick, Dimmick Supply, Lake Charles, La., expressed the opinion it was foolish to consider holding the show elsewhere than in Dallas and said Louisiana will demand to be included if the



**A DYNAMIC NEW
Merchandising Force
Assures You
INCREASED
Sales and Profits**



NEW UNIVERSAL HOLDDOWN

For 6 and 12 Volt Batteries. Adjustable to fit over 90% of all battery installations from 5 1/2" x 8 3/4" to 7 1/2" x 14 1/2".

WELLS

FOND DU LAC

VISUAL-PAK TUNE-UP KITS

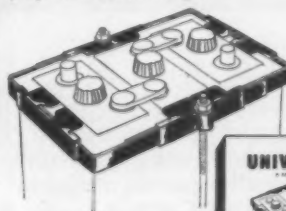


Contents: Factory Pre-assembled Matched Ventilated Heavy-Duty Points, Heavy-Duty Condenser, High Dielectric Rotor.

FREE

**Colorful Display Stand
Creates IMPULSE Sales**

TK24MY Merchandisers consist of two each of 12 FAST MOVING Tune-Up Kits—Display with Colorful Sign.



Individually
Packed in
Attractive Handy
Sales Carton



Dependable Quality Since 1903
MANUFACTURING CORP.

WISCONSIN

rotation policy is continued.

Ed Renier, Modern Bearing and Supply, Oklahoma City, expressed similar sentiments.

Cory Mountjoy, Mountjoy Co., San Antonio, said he was agreeable to scheduling the 1959 show in Dallas, but did not think it wise "at this time with the representation we have here" to schedule the show permanently in Dallas.

L. W. Barnett, Cogdell Auto Supply, Fort Worth, said he was in favor of a Dallas show, and he did not want it in Fort Worth.

Meanwhile, the "permanent show in Dallas" school of thought has been openly joined by a number of Houston aftermarket factors. The last Houston show, in 1956, recorded an attendance of 16,982 and was generally labelled by exhibitors as unsatisfactory.

Although a mail ballot on changing the constitution and by-laws was suggested, there was no indication from incumbent officers and directors as to what the next action will be or when it will take place.

If the show returns to Dallas in 1959, Dallas has hopes of scheduling both the MEWA and NSPA conventions simultaneously.

L. J. Miley Adds Four In Southern Sales

IN LINE with an expanded sales program, L. J. Miley Co., Chicago, has announced the addition of four sales representatives in six districts, according to Ted Allen, sales manager.

Sullivan Sales Co. of Memphis, Tenn., will handle the Mid-South area; Fred Eakin of Greenville, S. C., in Virginia and the Carolinas; Al Hoelzer of Jacksonville, Fla., in Georgia and Florida, and Chip Chapman of Kansas City, Mo., in Kansas and the western half of Missouri.

Eight Southerners Join AERA Membership

EIGHT Southerners have been accepted since February for membership by the Automotive Engine Rebuilders Association. They are:

Acme Engine Service & Parts, Lafayette, La.; Chambers Automotive Supply, Princeton, W. Va.; Dalton Motor Exchange, Lubbock, Texas; Gene Greer Motor Machine Shop, Lubbock, Texas; Johnny Matus Motor Machine Shop, New



John F. Corkery (above), formerly sales promotion manager for Thor Power Tool Co., has been appointed vice-president in charge of public relations, advertising and sales promotion. He joined the company in 1942 as assistant editor of its house organ. James A. Lind was named vice-president of finance and will continue in his present post of treasurer.

Orleans, La.; Red's Motor Machine Co., Wilmington, Del.; Savannah Auto Supply Co., Savannah, Ga., and Valley Distributors, Inc., Harrisonburg, Va.

TARLENE

AUTOMATIC TAR REMOVER



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• 1935 thru 1957

SIZES FOR 16", 15" and NEW 14" WHEELS

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EXCLUSIVE NO-SLIP, NO-TURN, NO-SQUEAK ATTACHMENT SPRINGS

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- HUB CAPS for all popular cars and for industrial use; boat and house trailers, lawn mowers, etc.
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- WHEEL PARTS—EXHAUST EXTENSIONS



Outstanding in style, Beauty and Durable Construction . . . NATIONAL WHEEL COVERS sell on sight. ASK YOUR JOBBER about their sales-making features or write direct for complete, illustrated catalog.

NAMSCO, INC.
BELLWOOD, ILLINOIS (Chicago Suburb)

Kefauver Hears Tennessee Troubles; To Aid "Day in Court" for Stations

TENNESSEE'S wholesalers "laid it on the line" when they aired their problems last month before a United States senator who is in a position to help them do something about the situations they detailed.

At the fourth annual convention of the Automotive Wholesalers Association of Tennessee at Gatlinburg, in a jobber-only session, they stood up and recited some evils confronting them as Estes Kefauver, their senior senator and chairman of the senate anti-monopoly and anti-trust subcommittee, took notes. He even recorded names, places and firms' identifications as the jobbers called factories by names.

Later he told the convention, which attracted approximately 125 persons:

"The big in the automotive business are getting bigger just as with the oil-industry interests which are becoming bigger giants."

He explained that he was "not against bigness in business" but that he stood for "an economy where everyone has a fair chance to make a living."

Of his subcommittee, he said:

"A little later on we are going to look into what extent General Motors has got out of the wholesale parts business."

Albert Setzer, Jr., named district sales manager of Willard Storage Battery Division to cover Florida and southern Georgia, replaces W. F. MacLeod, who joined Dixie Motor Co., Willard distributor in Orlando, Fla. Setzer, who will head-quarter in Tampa, was formerly in the battery manufacturing business for ten years in Providence, R. I., and more recently operated a service station in Lakeland, Fla.



He promised to support the Roosevelt bill to give service stations their "day in court" as franchised dealers won for themselves under a new federal law last year and, Kefauver said, "if that doesn't enable jobbers to sell service stations, then we are going to try something else."

Some wholesalers reported inroads in their areas by labor union cooperatives. Kefauver later told the convention that he would "fight just as hard" against such encroachments into the retail-wholesale fields as he had fought for labor's right to bargain "to make a good living."

The senator heard some of the most prominent suppliers, including some in both the original equipment and aftermarket fields, assailed as circumventing wholesale channels by selling direct to fleets and other large buyers, including to oil companies which were accused of reselling through their outlets at prices sometimes below the jobbers' own costs.

The senator took many notes but never injected his own remarks during the closed forum.

Other complaints charged that:

Some factories are selling to car factories at prices which permit car dealers to sell below jobber costs. One well-known wholesaler pointed out this situation was particularly true of mufflers, bearings and grease retainers.

A Nashvillian asserted:

"We are not objecting to costs when they go into original equipment but the merchandise which is put in the replacement field by factories which also buy for original equipment should be at the same prices as we wholesalers pay."

Some big fleets buy seals from truck manufacturers at below jobber costs, one speaker asserted.

James C. Parker of Sharp Automotive Supply, Chattanooga, a past president of MEWA and the Automotive Wholesalers Association of Alabama, charged vehemently:

"In the last several months the oil companies have enlarged the usual TBA definition to mean Tires, Batteries and Anything."

One jobber said that oil companies "coerce their service stations to buy exclusively from their

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DL DISPENSER
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WITH OR WITHOUT WATER

Made only by
BANITE CO. BANITE BUILDING
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Officers of the Automotive Wholesalers Association of Tennessee for the new year include (l. to r.): front row, Burris M. Gibbs of Knoxville, retiring president; A. M. Downing of Nashville, president; Jack Black of Knoxville, vice-president; J. Gordon Puckett of Winchester, retiring vice-president, and Keith Broyles of Nashville, executive secretary; second row, John W. Duke of Nashville, Harry Maxwell of Nashville, Cecil R. Hopkins of Bristol, A. D. Moody of Knoxville, P. R. "Mike" Cochran of Camden and J. Matthew Nelson of

Kingsport, directors; back row, James C. Parker of Chattanooga, W. F. York, Jr., of Tullahoma (face obscured), Robert H. Chilton of Nashville, T. D. Rhodes of Chattanooga, Melville Freeman of Lebanon, George W. Kinzie of Knoxville, Raymond Long of Johnson City and W. R. Lowe of Murfreesboro. These also are directors, except for Parker, Chilton, Freeman and Long, who retired as directors. Larry Wilson of Clarksville, a new director, was absent. The annual convention was held at Gatlinburg and drew wide attendance.

outlets" and "the service station operators are scared to death of them," because they are "under the constant fear that they can lose in 30 days the lucrative business they have built up."

Service stations, said one speaker, "are getting to be a bigger and

bigger market in the automotive industry and we are gradually being pushed to one side," despite court decisions which have ruled against oil companies' control of products handled by the station management.

A Knoxvilleian said one big oil

company gives a "kick-back" at the end of the year to operators who buy everything from the company.

Grease equipment is being sold by oil companies to their stations at jobbers' costs, said another. This condition has eliminated him from

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the grease equipment field so far as service stations are concerned, added another.

Fleets have been able to buy anti-freeze from some well-known makers at below jobbers' costs, said one.

Why parcel post regulations should be broadened beyond the 20-pound limit was also covered, as were details of cooperatives in several Tennessee cities. Farmers' cooperatives have launched into handling all sorts of automotive merchandise for their members and friends, said one speaker, including sales of anti-freeze by the gallon last season at \$2.17. The Marshall County Board of Education even purchased its anti-freeze through such a cooperative, it was asserted.

Other convention highlights included addresses by Jack Black of Birmingham Electric Battery Co., Birmingham, Ala., on the AEA inventory control system; Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America; James W. Cassidy of MEWA and J. Austin Latimer of NSPA, who told of legislative actions on Capitol Hill, and Webb Follin of Nashville, insurance consultant.

B-44 Boosters, Nashville, sponsored a cocktail party.

Front Royal Opens Branch

Front Royal Auto Service, Front Royal, Va., has announced the opening of a branch store at 9 Campbell St., Luray, Va.

Wagner Electric Corp. line has been added this year by Al Jones & Co., Tampa, Fla., according to Al Jones, Sr., senior partner.

New Magnolia, Ark., branch store of Voss-Hutton-Barbee Co., Little Rock, was occupied March 23. The official house warming, with refreshments, favors and door prizes, was held April 18 and attended by a large crowd of customers, their wives and children, according to President W. F. Barbee. Ralph White is manager of the Magnolia store.



Consolidated's Meeting Spotlights Selling

EMPHASIS on selling and a prediction by President E. H. Rogers, Jr., of a high-volume year were highlights of the March 30-31 annual sales meeting of Consolidated Automotive Co. at the Mayflower Hotel in Jacksonville, Fla.

A number of the 34 manufacturer executives and representatives attending were principal speakers. Forty-seven company executives, salesmen, store managers, counter salesmen and owners of a number of affiliated jobbers accounts were present.

Manufacturer executives pointed out a large potential market was available for those automotive salesmen who carried to customers and prospects quality products followed up with intelligent, aggressive selling. Many present stressed the importance of assortment-premium selling, indicating this could be an important factor in the 1957 market.

Jack Wiggins' Mother Dies

Mrs. Elizabeth Wiggins, 92-year-old mother of J. L. "Jack" Wiggins, executive vice-president of National Standard Parts Association, died April 10 at her home in Cincinnati, Ohio. A few days earlier a brother of Mrs. "Jack" Wiggins also died.

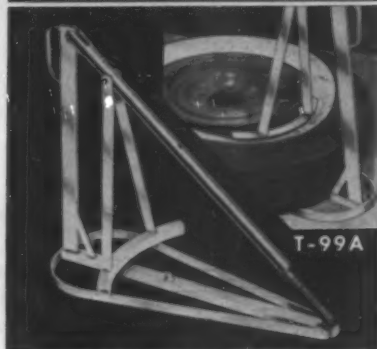
"Mrs. Helen E. Trullinger, formerly with Distributors Warehouse Co., Inc., Oklahoma City, Okla. will join our firm May 1," announced Gene W. Mahanay, co-owner of Mahanay Bros. Auto Parts, Clinton, Okla.

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Now... Improved design handles
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Ken DeLuxe Bead Breaker... For passenger car and light truck tires—Nylon, tubeless and tube-type. Now break beads on all types of wheels with greatest of ease. It's a whiz! Finest quality.



Ken Presto... For all passenger car tires and safety wheels—Nylon, tubeless and tube-type. Two hooks for greater versatility. Chrome alloy steel handle can't bend, even under heavy pressure. Won't mar tire or wheel!



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SAVE LABOR, TIME AND MONEY.
INSIST ON KEN TOOLS. Finest Quality and Design. Largest Exclusive Mfrs. of Tire Changing Tools and Equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO



Representatives and district managers from the United States who attended Sealed Power Corp.'s national sales conference held recently at Muskegon, Mich., are

shown here. Highlight was an announcement by Sales Manager Charles LeFevre that the company's stainless steel oil ring was going into the replacement market.

Rains Slow Sales in Some Sections; Florida Volume Strides on Upward

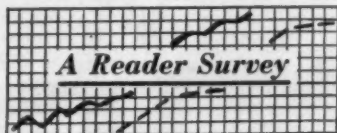
EXTREMELY wet weather or other severe climatic conditions helped to hold down gross sales in a number of areas over the South and Southwest, wholesalers said last month.

Answers to a survey mailed to 350 firms added up to 74% reporting sales increases the first three months of this year over the same period of last year. Twenty-two per cent said their volume was down and four per cent listed volume as the same.

As has been true in recent years, survey replies complained that even where the sales were up, the net profit was having a time staying in the running. A Floridian said his sales were up 21.4%, but

his profit margin was down seven per cent.

The rains may have affected sales the first part of this year, but beneficial effects resulting to farmers are expected to show up later in the aftermarket industry in many sections which have been



suffering from the drought until these repeated showers fell.

A Floridian, deep in the peninsula, reported:

"Our sales volume is up 34% over last year. This is our 10th consecutive quarter showing an increase over the preceding quarter. We seem to be growing down here!"

And the motor vehicle registrations have been showing in recent years how Florida leads the nation in percentage increase.

Far out in West Texas an executive said his 19% rise was attributable to "more calls and more development of redistribution accounts."

The increases came from most sections of the 19 states covered by SOUTHERN AUTOMOTIVE JOURNAL, in contrast to recent years when the rainless months dampened business.

A Kansan whose sales were up eight per cent commented:

"We would like to see the end of 50% trade discount. They just use it to cut prices."

The 18% climb recorded by a North Carolinian was due "probably to hard work," said the respondent.

Decreases generally were below ten per cent, but where weather was a big factor, some drops were sharper.

A Texan commented about his nine per cent:

"Even though dollar volume is up nine per cent it's about all price increase over the past year in our territory."

"Rainfall the first quarter was good, spring prospects are good, but parts movement continues to decline. As I see it, replacement parts business will decline with the improvement of the roads in our country."

AAR Selects Frank Russell

W. Frank Russell of Dallas, Texas, immediate past president of Automotive Affiliated Representatives, has been appointed chairman of AAR's 1957 publicity committee, following the resignation of E. D. "Eddie" Newfield of Oakland, Calif., upon advice of his doctor. Russell was largely responsible for instituting the association's present publicity program during his term as president. Newfield will continue to assist the committee to a limited degree.

Solvents Names Farley

James A. Farley has been named field sales manager by Commercial Solvents Corp., responsible for the administration of district offices throughout the United States. Farley has been with the corporation since 1935, most recently as field sales manager for its industrial chemicals department, the announcement said.

Manufacturer's Representative and Warehouse Distributor in the Southwest

EMEROIL PRODUCTS

Marvel Mystery Oil, Marvel Inverse Oilers and Marvel Hi-Rev.

Manufacturer's representative for all of Texas.

GABRIEL COMPANY

Complete line of standard and heavy-duty shock absorbers for passenger cars, trucks, and buses; automobile thermostats; car, truck, and bus heaters.

MARVEL-SCHLEBLER

Industrial gasoline and LPG.

Warehouse distributor for Louisiana and Texas.

H. H. WHELAN COMPANY

2616 Ross Avenue Dallas 1, Texas



Officers nominated to head up the Southeast Automotive Show include (l. to r.): front row, M. D. "Buck" Taylor of Andalusia, Ala., the retiring president and director-at-large; Frank G. McKenzie of Automotive Supply Co., Bluefield, W. Va., president, and Harry F. Gee, Jr., of Atlanta, who has been the veteran secretary; back row, Harold W. Hart of Columbia, Miss., treasurer; Ned Holland of Greenville, S. C., first vice-president, and John E. Colley of Atlanta, who for 36 years has been a factory executive in the Southeast and was named to the new position of general manager of the show. Ed. H. Britton of Atlanta, second vice-president, was absent when the photograph was taken. Sponsoring wholesalers are voting on the nominees and results will be announced at an officers-directors meeting at Highlands, N. C., in June.

Taylor Describes Show As "Top Quality"

THE International Automotive Exposition held at Miami, Fla., April 25-27 was top quality," Retiring President M. D. "Buck" Taylor of Andalusia, Ala., said this month.

General Manager John E. Colley cited these attendance figures: 353 sponsoring wholesalers with 297 branches and more than 200 guest wholesalers who with their personnel accounted for around 2,150 individuals; 250 overseas visitors from 17 countries; 198 exhibitors who with their personnel approximated 750. In addition, he said, thousands of representatives of garages, car dealers, service stations and fleets poured through the gates.

Sponsoring wholesalers are vot-

ing on one state director from these nominees:

Alabama — James R. Williams of Decatur and Bob Cottle of Tallahassee.

Florida — Marshal G. Luce of Miami and J. P. Floyd of Tampa.

Georgia — Howard Hout of Albany and Robert F. Coleman of Savannah.

Mississippi — Lamar F. Noble of Jackson and K. P. Allen of Meridian.

North Carolina — L. T. White, Jr., of Raleigh and Allen Rouzer of Salisbury.

South Carolina — James Bagwell of Charleston and N. Frank Alford of Florence.

Tennessee — J. Matthew Nelson of Kingsport and Jack Black of Knoxville.

Nine manufacturer directors are also being chosen in the balloting.

Some officials of the show pose here with a few of the approximately 250 visitors who came to the show from 17 countries of the Caribbean.



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TWO STYLES

FILT-O-REG®

FUEL PRESSURE
REGULATORS

U. S. Patent
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Other Patents
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- Style C** COMBINATION FUEL PRESSURE REGULATOR & FUEL FILTER all in one compact unit. Special Bendix-Skinner filter element prevents dust, rust, or other abrasive materials from reaching engine.
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Both styles of FILT-O-REG available in three models. The patented regulator mechanism is the same, but each model is **FACTORY SET** at specific controlled constant maximum PSI.

STANDARD 2 PSI MODEL

for general use on the majority of all engines with fuel pressure systems.

HEAVY DUTY 3 PSI MODEL

recommended for use on high horsepower passenger car engines with two and four barrel carburetors; and for heavy duty commercial trucks and farm equipment motors having displacement of 300 cu. in. and over.

SPECIAL 3 1/2 PSI MODEL

for use on smaller engines with gravity fuel flow—including air-cooled motors, material handling equipment, auxiliary motors, industrial and stationary engines, trenchers.

**Makes Gasoline Engines
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Write today for details

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New officers of Motor and Equipment Wholesalers Association, announced at the Southeast Show in Miami April 24 to take office this month at the show in Boston, include (l. to r.): front row, J. Frank Enterline of Sunbury, Pa., secretary; James F. Lang of Fort Wayne, Ind., treasurer; A. J. Thompson of Seattle, Wash., vice-president; Jay T. Davis of The Motor Parts Co., Corpus Christi, president; Marshal G. Luce of Miami, retiring treasurer; Bruce Cameron of Wilmington, N. C., retiring secretary, and Virgil C. Smith of Ann Arbor, Mich., retiring president; second row, Kindel Paulk of Wichita Falls, Texas, director; James W. Cassidy, general counsel; Lamar F. Noble of Jack-

son, Miss., and John A. Hines of Toronto, Canada, retiring directors; Samuel Shiff of Malden, Mass., K. F. Unverzagt of Columbus, Ohio, and Rollin McBurney of West Los Angeles, Calif., directors, and B. W. Ruark, general manager; third row, Louis J. Cresta of San Francisco, J. A. Bryant of Bowling Green, Ky., M. D. "Buck" Taylor of Andalusia, Ala., J. E. Barr of St. Joseph, Mo., Harold Juneau of Wausau, Wis., directors; Russell Look of Baltimore, Md., a retiring director, and Leonard Sloane of Bronx, N. Y., a director. Among those absent was Emory R. Young of Charleston, W. Va., a new director. Several hundred persons attended this two-day annual convention which preceded the show.

Miller of Dallas Named Exide Sales Manager

WILLIAM Miller, formerly southwestern regional sales manager for Exide Automotive Division of The Electric Storage Battery Co. at Dallas, Texas, has been named sales manager of the division with headquarters in Cleveland, O., succeeding Thomas G. Tynan.

Replacing Miller as southwest-

ern regional sales manager at Dallas is James F. Heekin, a former district sales manager.

Santay Appoints Hirsig

Santay Corp., Chicago, has named Lawrence M. Hirsig & Co. of Jacksonville, Fla., to represent its line of automotive accessories in ten southern states

Maremont Appoints Deese

Appointment of William L. Deese as district manager for its Washington, D. C., Richmond and Norfolk, Va., territory has been announced by Maremont Automotive Products, Inc. Deese, who will headquarter in Richmond, was formerly a sales representative in automotive wholesaling.

Standing before a background at a booth at the Southeast Automotive Show last month in Miami featuring displays of various services afforded members of the Florida Automotive Wholesalers Association were (l. to r.): John Wilson of Universal Underwriters, Inc., Kansas City, Mo., administrator of FAWA's group liability insurance program; Charles H. "Chuck" Davis, executive secretary; Charles K. Reaves, Tampa jobber; John E. Colley, the new general manager of the show; Keith Broyles, executive secretary of the Automotive Wholesalers Association of Tennessee; Fred C. Griffin, Loxley, Ala., jobber; John W. Rooney, executive secretary of the Automotive Wholesalers Association of Alabama, and Albert Keuler, a wholesaler of Loxley, Ala.





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- Precise Fit on Tubeless Tires
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- Thin and Regular
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- Fits New 14" Wheels Also.
- Best Truck Weights Made
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ASK YOUR JOBBER FOR ATLAS WEIGHTS

Atlas WEIGHT CO.

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ATLANTA 6, GEORGIA

Little Business, Much Fun Planned At Mobile for Alabama Convention

"A Little Business and a Lot of Fun" is the theme of the spring convention of the Automotive Wholesalers' Association of Alabama to be held at Mobile May 31 and June 1.

Business will predominate the first day, kicking off with a 12:30 p.m. luncheon speaker, the Rev.

Ira Saks



Carl Adkins of the Dauphin-Way Methodist Church, Mobile, at the Admiral Semmes Hotel.

The annual business meeting will open at 2:30 p.m., including election of officers to succeed President D. B. Jones of Opelika and Vice-President John D. Lee of Anniston.

Ira Saks, executive director of the Anti-Monopoly Committee of the Automotive Service Industry and long a prominent figure in the aftermarket, will speak at 4 p.m.

Addressing a dinner session, which will begin at 6:30 p.m., will be J. Leslie Conroy of New York City, industrialist and humorist.

The second day will be strictly for play, with activities on the beautiful beach on Dauphin Island, down at the mouth of Mobile Bay on the Gulf of Mexico. Fort Gaines Club will be headquarters on the Island. Planned activities on the beach will commence at 3 p.m.

All factory men serving the aftermarket industry and their families have been invited to attend.

Walker Gives Subsidiary Wholesale Sales

TRANSFER of sales and marketing functions in the automotive wholesale field of Walker Mfg. Co. of Racine, Wis., to its new wholly-owned subsidiary, Walker Marketing Corp., has been announced by President Rea I. Hahn.

"The transferring of our wholesale sales activities to the Walker Marketing Corp. as our exclusive selling and distributing agent is strictly a functional separation," Hahn said. "Our personnel and policies will remain unchanged."

Texans Choose San Antonio

The 1957 booth conference and convention of the Automotive Wholesalers of Texas will be held at the Hilton Hotel in San Antonio Oct. 17-18, it was announced during the Southwest Automotive Show in Dallas by Grover C. Morris of Austin, executive director.

"We have added Choldun Auto-Magic Car Wash to our line," announced Boyd Smith, president of Boyd Smith Auto Supply, Inc., Lubbock, Texas.

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- Hydramatic • Powerglide
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Our products are identified by the **TR**

—because there's a Tramco Sealing Ring Kit to do a complete job on any transmission. All precision engineered for perfect performance.

Quick, easy-identification. Packaged in descriptive master envelopes.

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- A complete line Nationally Distributed.

AUTOMATIC TRANSMISSION PARTS & REPAIR KITS

Tramco Industries Inc.

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SMART AUTOBODY MEN Please their Customers WITH SCHOFIELD REPAIR PANELS

Sna-Pan for 1953-54 Plymouth. One of the complete line of Schofield Sna-Pans . . . the rocker panels that snap on!

PICTURED ABOVE IS ONE OF MORE THAN 400 SCHOFIELD PANELS THAT PRODUCE BETTER BODY REPAIR JOBS FASTER!

Write for the new Schofield catalog today!

JOBBER: Certain choice territories are still available. Write, wire or phone for full information.

SCHOFIELD MFG. CO.

WORLD'S LEADING MFG. OF BODY REPAIR PANELS

1158 E. 222nd ST.

CLEVELAND 17, OHIO





Principals of the recently opened Courtesy De Soto, Inc., in Miami, Fla., include (l. to r.): Vern E. Doonan, vice-president and general sales manager; Raymond A. Marker, president; S. C. Ransom, corporate zone manager of Chrysler Corp., and Sam Tannahill, regional sales manager of De Soto Division.

Georgia Garagemen Plan Expansion

PLANs for expanding the newly formed Independent Garage Owners of Georgia by holding meetings with local garage operators in the larger cities of Georgia were announced last month by H. F. Reagin of H. F. Reagin Auto Service, Atlanta, president of the association.

"An educational program aimed at increased efficiency" is one objective of the organization through its affiliation with the Independent Garage Owners of America, a group composed of 1,700 garagemen in 20 states, Reagin said.

The state and national bodies are shooting for "a national medium through which car owners can be made aware of the many advantages and sound economics of doing business with good independent garagemen," he said. One of these, Reagin pointed out, is "personalized attention which garage operators can give."

Approximately 60 garagemen from over the state and nearly a score of Atlanta parts wholesalers attended a meeting April 10 at which the principal speaker was Ralph H. James of Tulsa, Okla., executive director of IGOA.

B. B. Blackburn, Sr., of Atlanta is vice-president of the state association, W. J. Skillern of Decatur is secretary and R. A. Winkle of East Point is treasurer.

Other speakers included Robert

W. Nix, southeastern field secretary of National Standard Parts Association, who outlined NSPA's mechanic-training program, and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

A plan of group hospital, accident, sickness and death insurance is being considered by the state association.

Kansas Dealers Name Wall President

H. H. "STONY" Wall, Ford dealer of Sedan, was elected president of the Kansas Motor Car Dealers Association at its 26th annual convention in Wichita last month.

Chosen vice-president was Paul Bruce, Chrysler dealer of Kansas City. Elmer Beeman of Scott Motors (Chevrolet), Topeka, was re-elected treasurer.

Convention speakers included Elson G. Sims of Vincennes, Ind., who gave an address on "Your Profit and Mine," and Louis Wilke, assistant sales manager of Phillips Petroleum Corp., Bartlesville, Okla.

Alabamians Elect Griffin

The Selma (Ala.) Automobile Dealers Association has elected Everette Griffin of Art Lewis Buick Co. president. Malcomb Dailey, Dailey Pontiac, is vice-president and Leo Twardy, Ted Gentry Chevrolet, secretary.

Inter-Industry Committee Names Talbott, Stone

APPPOINTMENTS of Foster W. Talbott, Baltimore, Md., and L. E. Stone, Fort Smith, Ark., to serve on the Inter-Industry Highway Safety Committee have been announced by H. D. Tompkins, chairman of the committee and vice-president of The Firestone Tire & Rubber Co.

Talbott is chairman of the industry relations committee of the National Automobile Dealers Association. Other NADA representatives on the committee are Dean Chaffin, Bozeman, Mont., NADA first vice-president; Charles C. Freed, Salt Lake City, Utah, vice-chairman of the Inter-Industry Committee and NADA past president; Carl E. Fribley, Norwich, Conn., NADA immediate past president, and Frederick M. Sutter, Columbus, Ind., NADA president.

Stone is first vice-president of the National Tire Dealers and Retreaders Association. In addition to Stone, NTDRA President Joseph A. Abel of Rutland, Vt., is also a member of the Inter-Industry Committee.

\$300,000 Fire Destroys Enid, Okla., Agency

A \$300,000 fire destroyed the Richardson Pontiac-Cadillac Co. in Enid, Okla., last month.

The blaze broke out in the paint shop in the rear of the second floor during the noon hour and quickly consumed 30 new cars on the second floor. Five station wagons on the first floor were driven to safety.

No one was hurt. Owner W. T. "Dub" Richardson said the two-story building was "virtually a total loss."

Jacksonville Floridians Elect

B. N. Nimnicht of Riverside Chevrolet Co. has been named president of the Jacksonville (Fla.) Automobile Dealers Association. Other officers are William Catlin, Jr., William Catlin & Sons (Studebaker-Packard), vice-president, and Donald E. Davidson, Lynch-Davidson Motors, Inc. (Ford), treasurer.

Louisiana Will Expand Transmission Training

SCHOOLS to teach mechanics how to service automatic transmissions will soon be opening at New Iberia, Jennings, Crowley, Opelousas and Abbeville in Louisiana, Executive Secretary Jules L. Lamothe of the Automotive Wholesalers' Association of Louisiana announced last month.

A meeting of AWAL members and trade school directors in those areas was held recently under arrangements by Harold Delhommer of Harold's, Inc., Lafayette.

Harold Delhommer, Jr., is acting as secretary of the project. Classes have been scheduled to begin in midsummer.

First Show Since '35 Set for Louisville

THE first automobile show to be held in Louisville, Ky., since 1935 will be staged by the Greater Louisville Automobile Dealers Association Feb. 1-8 at the State Fair Exhibition Center.

Announcement was made by J. A. Dishman, president of the Louisville association and past

president of the Kentucky Automobile Dealers Association. Carl F. O'Daniel, a director of the Kentucky association, is general chairman of the show committee.

Sept. 22-24 Date at Biloxi Chosen by Alabamians

THE annual convention of the Automobile Dealers Association of Alabama has been set for Sept. 22-24 at Biloxi, Miss., according to Executive Vice-President Frank R. Broadway. The Buena Vista will be the headquarters hotel.

A. C. Freeman, Dodge-Plymouth dealer of Dothan, is president of the association.

Fire Guts Mississippi Firm

A gasoline- and acetylene-fed fire last month gutted the Wasson Lincoln-Mercury showroom and repair department in Clarksdale, Miss., leaving only the front brick wall standing. Besides the building, the loss included three new Mercury automobiles, a new Lincoln, several used cars and six cars belonging to customers. Owner Ralph Wasson estimated the loss at more than \$125,000.

Fire Terminates Marylander

The Gallagher Motor Co. of Lewes, Md., has terminated its franchise for Pontiac and Buick automobiles because of a \$125,000 flash fire that totally destroyed the plant on Feb. 1. Donald Gallagher, owner of the agency, said plans to rebuild in a new location had been cancelled because of unforeseen complications.

Chevrolet Pushes Georgian Up

H. K. Johnson, former zone distribution manager, has been named zone truck manager for Chevrolet in Atlanta. Johnson joined the company in 1940 and has been stationed at Birmingham and Louisville in addition to Atlanta assignments. He succeeds A. M. Harrington, resigned.

Wynegar Dies in Florida

Howard L. Wynegar, former president of Commercial Credit Co., died last month at a hospital in West Palm Beach, Fla., following a short illness. Wynegar's career in automobile financing began in 1916.

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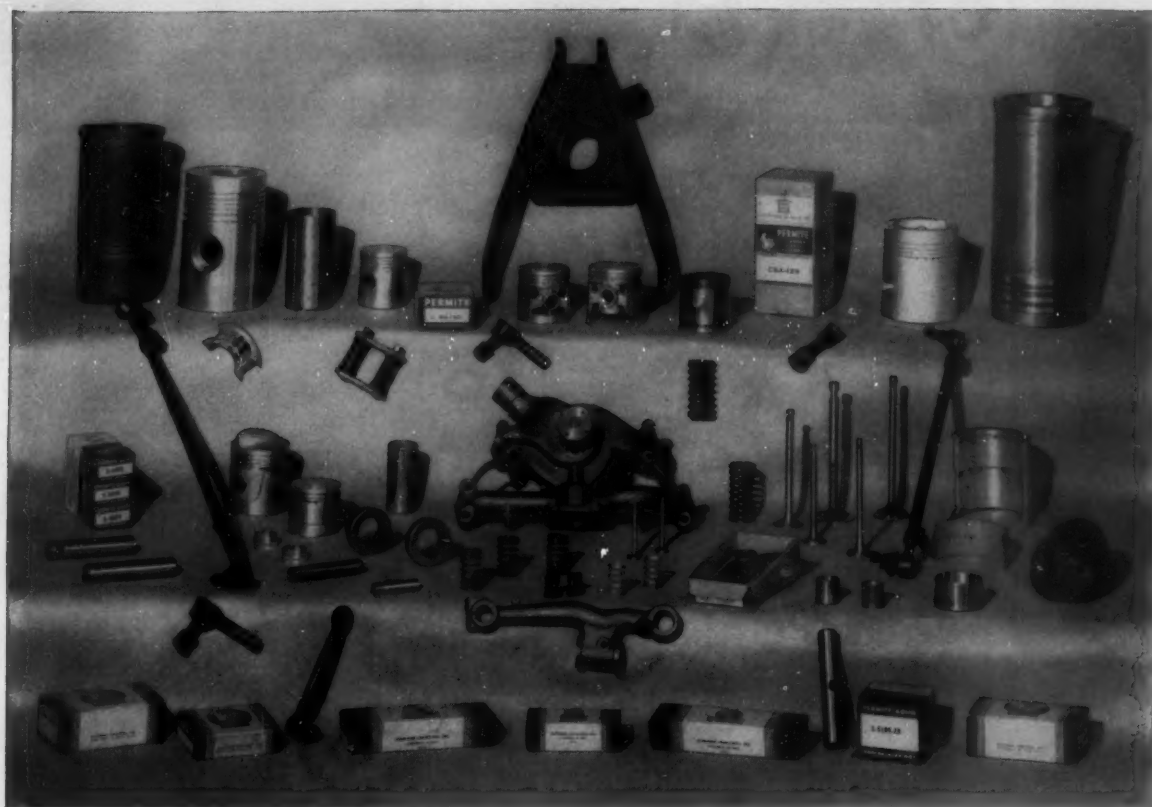
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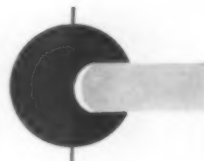
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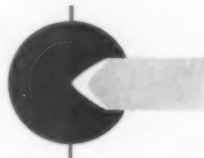
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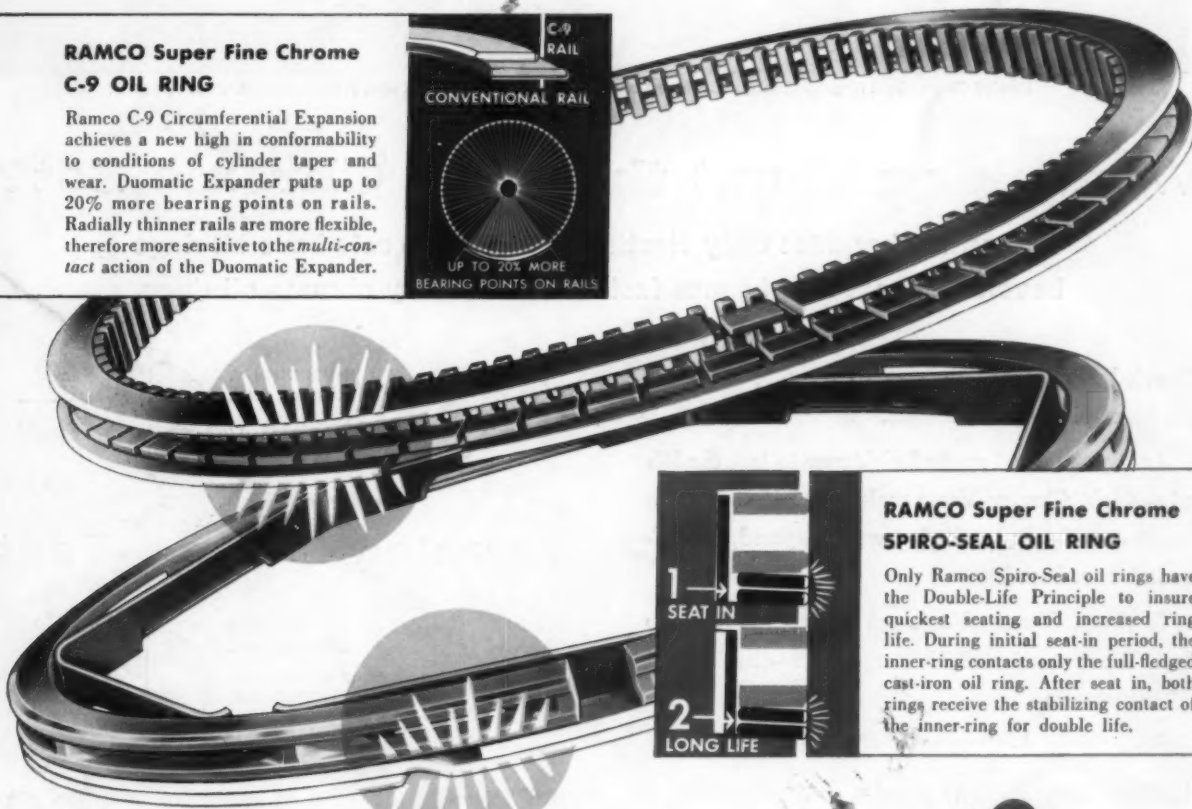
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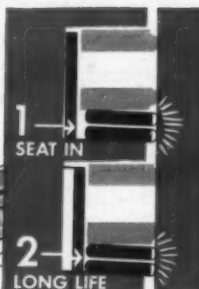
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